



WOMENPRENEURS
OF INDIA



75 WOMENPRENEURS OF INDIA

PRESENTED BY



न स्त्रीरत्नसमं रत्नम् ।

na strīratnasamaṃ ratnam ।

TRANSLITERATION

There is no jewel like a woman.

ENGLISH TRANSLATION

स्त्रीरत्न के समान और कोई रत्न नहीं है।

HINDI TRANSLATION

Chanakya Sutrani 313

SOURCE

MESSAGE FROM THE PM	II
MESSAGE FROM THE MINISTER	IV
MESSAGE FROM THE CEO	VI
MESSAGE FROM SENIOR ADVISERS	VIII
MESSAGE FROM THE MISSION DIRECTOR	XII
FOREWORD	XIV
ABOUT ATAL INNOVATION MISSION (AIM)	XVII
ABOUT ATAL INCUBATION CENTRES (AICS)	XVIII
75 WOMENPRENEURS OF INDIA	2
PRAAPTI JAYASWAL	4
NEHA RASTOGI	6
SHOBHA CHANCHLANI	8
SHAHNAZ SHAIKH	10
NAMITA GUPTA	12
DR. BINITA S. TUNGA	14
ARPITA KALANURIA	16
SHRUTHI REDDY	18
SAKSHI SRIVASTAV	20
KIRTI GOEL	22
SWATI SINGH	24
NEHA SATHAK	26
DR. SUMEDHA KUSHWAHA	28
SANTHOSHI SUSHMA BUDDHIRAJU	30
ASHWATHY VENUGOPAL	32
ANJU BIST	34
POOJA KAUL	36
DR. RENUKA KARANDIKAR	38
CHIMI ONGMU BHUTIA	40
NIKITA LALWANI	42
RASHMI RANI	44
BORNALI SARMA BORUAH	46
SONAL SHUKLA	48
SHIVI KAPIL	50
VINDHYA MEHROTRA	52
SHWETHA GELLA	54
RAJASHRI SAI	56
SHRUTI DAMODAR SHEDGE	58
SHARMIN ALI	60
DR. NEHA VERMA	62
HIMANI SHAH	64
KALAIVANI CHITTARANJAN	66
DIVYA JAGDISH	68

TABLE OF

CONTENTS

RASHIDA VAPIWALA	70
MONIKA SHUKLA	72
DEEPA NARESH SADASIVAN	74
ARUSHI CHOWDHERY KHANNA	76
SWATI MAINI	78
ANAMIKA SHARMA	80
RACHITA KASLIWAL	82
ALINA ALAM	84
RUBY KHAN	86
DR. RENUKA JOSHI	88
PINKY JAIN	90
WATILA LONGKUMER	92
PRATHIBA BHARATHI	94
G SRIVALLI SIRISHA	96
DR. RAMYA S MOORTHY	98
ARPITA DOSHI	100
MANDIRA CHETTRI	102
SAVITHA KUTTAN	104
KRUTI BHARUCHA	106
SANIYA JESWANI	108
AKANKSHA PRIYADARSHINI	110
ROHINI VASANT	112
DHVANI PATWA	114
MEHA LAHIRI	116
CHAITALI SHAH	118
JUGNU JAIN	120
DR. YUKTI GILL	122
KINJAL VAGHELA	124
HETAL CHAUHAN	126
YAMINI HARIKRISHNAN	128
SHEETAL ARORA	130
ANKITA PARASHAR	132
AKSHYA SHREE	134
ARUSHI AGARWAL	136
KEERTHANA P	138
RAJLAKSHMI BORTHAKUR	140
HEMALI SANGANI	142
MADHAVI JADHAV	144
UMANG SHRIDHAR	146
DR. ANUPAMA MALLIK	148
NIHARIKA KOLTE	150
DR. NAINA SRIVASTAVA	152



Shri Narendra Modi
Prime Minister of India

Jai Jawan (Soldiers),
Jai Kisan (Farmers),
Jai Vigyaan (Science) and,
Jai Anusandhan (Innovation)



Dharmendra Pradhan
Minister of Education and Minister of
Skill Development and Entrepreneurship

धर्मेन्द्र प्रधान
ଧର୍ମେନ୍ଦ୍ର ପ୍ରଧାନ
Dharmendra Pradhan



75
आज़ादी का
अमृत महोत्सव

मंत्री
शिक्षा; कौशल विकास
और उद्यमशीलता
भारत सरकार

Minister
Education; Skill Development
& Entrepreneurship
Government of India

MESSAGE

After 75 years of Independence, as India marches ahead into the Amrit Kaal, the role of women has become more important in leading the nation. India will have the largest working-age population in the world in the coming decade and women's participation in the workforce will play an integral part in transforming India's economic and social development. We need to rapidly increase participation of Indian women in the workforce for true women empowerment. As Hon'ble Prime Minister Narendra Modi ji said from the red fort on Independence Day, "We must ensure gender equality to ensure unity".

Women empowerment is crucial to our goal of \$ 5 trillion economy. The National Education Policy (NEP) 2020 has given utmost attention to women and girls in the education, skills and research ecosystem of the country. India has a huge demographic advantage for the next 25 years. In the coming years, it will become important for our education institutions to focus on the exponential development of our youth who would be "job-providers" and not just "job-seekers". Our government has taken many initiatives like Start-up India, Skill India, Vocal for Local, Digital India, etc. which are opening access to enter the world of innovation and entrepreneurship. Recently Ministry of Education has also launched National Innovation and Entrepreneurship Promotion Policy for Schools.

India has demonstrated its technical capability in many programmes such as UPI, Direct Benefit Transfer, and COVID vaccination. We must build on this strength and create a future-ready workforce with equal representation and participation. The increasing number of women entrepreneurs in India has significantly impacted the Indian start-up ecosystem. Not only have women entrepreneurs emerged as the torchbearers of the Indian economy, but they have also accelerated job creation and driven innovation which is focused on women and child care.

Atal Innovation Mission has been continuously contributing toward nation-building through its Atal Tinkering Labs and Atal Incubation Centres. I congratulate entire team for compiling 'Innovations for You' showcasing the journey of 75 women entrepreneurs of India. These businesswomen have worked across sectors and have a pivotal role in changing India's innovation and entrepreneurship landscape. I am sure that their stories will encourage others to take up entrepreneurship and contribute to the national movement towards AatmaNirbhar Bharat.


(Dharmendra Pradhan)

सबको शिक्षा, अच्छी शिक्षा



कौशल भारत, कुशल भारत

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Parameswaran Iyer
CEO
NITI Aayog



परमेश्वरन अय्यर
Parameswaran Iyer
मुख्य कार्यकारी अधिकारी
Chief Executive Officer



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Message

Today, women play a key role in almost every sector, be it public or private. Indian women have made invaluable contributions to building the foundation of the country's startup ecosystem, which is currently the third largest in the world. More than 45% of Indian startups have been founded by women. As innovators and entrepreneurs, these women leaders are working continuously towards coming up with impactful solutions for various socio-economic and environmental issues.

To enable women to realize their entrepreneurial ambitions, the government offers several special incentives such as monthly allowances under a state's startup policies, easy loans through the Bharatiya Mahila Bank business loan, Dena Shakti scheme and Udyogini scheme, and NITI Aayog's Women Entrepreneurship Platform.

Over the last six years, NITI Aayog's Atal Innovation Mission (AIM), which is the Government of India's flagship initiative, has strived to create and promote a culture of innovation and entrepreneurship across the country. AIM has established more than 10,000 Atal Tinkering Labs, over 68 Atal Incubation Centres, and more than 14 Atal Community Innovation Centres. AIM continues to support various startups/micro, small, and medium enterprises through its schemes. AIM has supported more than 75 lakh students and over 2,800 startups and engaged more than 10,000 teachers and 5,800 mentors to create an innovation ecosystem in the country.

I am delighted that these success stories of women entrepreneurs have been encapsulated in *75 Womenpreneurs of the Atal Innovation Mission*. India continues to ensure equal opportunities for women, and we will work together to enhance it further. I congratulate all the founders and cofounders mentioned in this book for their pioneering work.

Parameswaran Iyer
(Parameswaran Iyer)





Neeraj Sinha
Senior Adviser
NITI Aayog

नीरज सिन्हा
वरिष्ठ सलाहकार
NEERAJ SINHA
Senior Adviser



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संसद मार्ग, नई दिल्ली - 110 001
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26th July, 2022

Message from Shri Neeraj Sinha, Senior Adviser, NITI Aayog

When India turns 75 on August 15, 2022, it will mark a moment that comes, but rarely in history. It will be the era of a New India; an era where India begins its journey to become a global leader in thought and action. We see a collective agreement that a diverse, inclusive and digitally enabled world is far more prosperous. It is our responsibility to step up to the challenges of inequity and create new pathways to economic prosperity, that would enable people and communities – especially women – to break the glass ceiling and ignite innovation.

2. Even as the world continues to fight the pandemic, the remarkable resilience of India's ever-evolving start-up ecosystem has occupied centre-stage, what with the country adding, continuously, to the number of unicorns we have. The launch of the Atal Innovation Mission, Start-up India and Invest India has succeeded in bringing about an entrepreneurship revolution in the country. Several policy interventions have since been announced, giving the entrepreneurial ecosystem a much-needed launchpad. Those policy interventions help the most urgent needs of the entrepreneurs across six key verticals viz. community & networking; skilling; mentorship; incubation; financial compliance and marketing assistance.

3. This "Innovation for you" coffee table book series makes me even more confident that, today, we are in a much better position to nurture and accelerate innovation across all the sectors and all the communities.

Neeraj Sinha
Neeraj Sinha
26.7.2022





Anna Roy
Senior Adviser
NITI Aayog

एना रॉय
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Message from Anna Roy | NITI Aayog

The last decade has seen a rapid growth in women entrepreneurship ecosystem. Women entrepreneurship not only contributes to women's empowerment but also to economic growth. According to a joint report released by Bain and Co. and Google, titled 'Women Entrepreneurship in India', it is estimated that by 2030 women entrepreneurs in India can generate 150 to 170 million jobs. However, there is still an awareness gap among women entrepreneurs in general about the details of business and finance and the same could be seen as lack of women participation in the Indian work force.

As per McKinsey's Gender Parity Report 2018, India can add 18% to its GDP (approximately USD 770 billion), if it can bridge its gender equality gap by improving female workforce participation in the country. Most often, women who aspire to be women entrepreneurs and start their own business are not provided with the right opportunities.

The Women Entrepreneurship Platform (WEP) is one of the flagship initiatives of NITI Aayog, launched in 2018 to promote women entrepreneurial ecosystem. WEP is as an aggregator platform with the aim to overcome information asymmetry. By showcasing all existing initiatives and domain knowledge it works towards empowering both prospective and present women entrepreneurs. It also presents a platform for organisations involved in working in this space get an opportunity to collaborate and scale their individual efforts. WEP is assisting and handholding these womenpreneurs in their journey from starting up to scaling up and expanding their ventures. WEP has covered a long way within a short span with about 30,000+ registered users.

WEP has been closely working with the Atal Innovation Mission which is one of its natural allies. More than a third of the start-ups supported and incubated at Atal Incubation Centres are female led. These start-ups are working across sectors and bringing innovations which are class apart. I am glad to see that the digital book – 'Innovations For You' will bring out stories of 75 such womenpreneurs who are working towards a better tomorrow.

Anna Roy
Anna Roy





Dr. Chintan Vaishnav
Mission Director
NITI Aayog



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Women have always possessed the entrepreneurial spirit and commitment to purpose that takes a family, a community, a nation forward. India now has the innovation ecosystem to benefit from this spirit.

The increasing presence of women as entrepreneurs has led to a change in the demographics of business and the economic growth of the country. AIM ecosystem itself has more than 30% of startups which are women-led. Women-owned enterprises are playing a prominent role in society, inspiring others and generating more employment opportunities in the country.

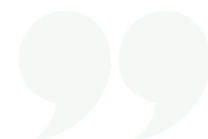
There is no dearth of examples of successful women entrepreneurs in the country. Be it Kiran Majumdar Shaw who founded India's largest listed biopharmaceutical firm, Biocon Limited; Falguni Nayar who founded Nyka, currently at a valuation of around USD 14 billion, Renuka Diwan founder of Bio Prime, an AIM incubated startup which got a seed fund of USD 1.5 million, the list is endless.

In order to have balanced growth in the country, it is imperative for the country to remove gender barriers. The government and more specifically Atal Innovation Mission, NITI Aayog is committed to strengthening the women entrepreneurship ecosystem, by supporting initiatives like the Women Entrepreneurship Platform (WEP) which aims to promote and support aspiring as well as established women entrepreneurs in India. AIM has inculcated innovation amongst girls via ATL in schools. Through its 68 Atal Incubation Centres spread across the country, AIM has successfully supported more than 800 women-led startups. Moreover, one of AIM's incubators, housed in an academic institution, solely nurtures and guides women-led startups and innovators.

This book is a collection of 75 womenpreneurs who have brought a change in society by successfully running their own startups. I feel proud that Atal Innovation Mission has been able to contribute by supporting these womenpreneurs through incubation and mentorship support. I would like to congratulate all the women-led startups in this compilation and I hope these startups of today mould into unicorns of tomorrow.

I give my best regards to all the womenpreneurs across the country by quoting Kalpana Chawla, the first Indian-born female in space,

"The path from dreams to success does exist. May you have the vision to find it, the courage to get on it, and the perseverance to follow it"





Women in India make significant contributions to the economy, as employees and entrepreneurs, but also through unpaid work. This book is a great initiative to visualise the economic contribution and impact created by women entrepreneurs across the country. Through entrepreneurship, women in India help transform the lives of their families and their communities by creating income and employment opportunities.

This potential is still largely untapped, with only 13.5 – 15.7 million women-owned businesses in India today. This represents 20% of all enterprises. Catalysing women entrepreneurship and tapping into the immense economic potential requires a concerted effort at all levels of the entrepreneurship ecosystem. We need to deeply understand the complexities women entrepreneurs face and build our support programmes and initiatives accordingly. To change gender stereotypes and biases which are at the root of the barriers faced by women entrepreneurs, we must tell the stories of successful women entrepreneurs and work towards mindset change.

Niti Aayog has been at the forefront of these efforts. GIZ under Project Her&Now is proud to be partnering with the Atal Innovation Mission to support all empanelled incubators build up the knowledge and skills for women-centric incubation. This book accompanies our initiative by showcasing women entrepreneurs as role models. I hope you enjoy their stories.



Julia Karst
Head of Project
Project Her&Now, GIZ





ABOUT ATAL INNOVATION MISSION (AIM)

Atal Innovation Mission (AIM) is a flagship initiative launched in 2016 by Government of India under aegis of NITI Aayog. AIM is mandated to promote and create a culture of innovation and entrepreneurship across the country. Atal Innovation Mission has an objective to develop new programs and policies for fostering innovation in different sectors of the economy. Moreover, AIM is also providing platforms and collaborative opportunities among stakeholders, partners and beneficiaries to create an umbrella structure that oversee the innovation & entrepreneurship ecosystem of the country.

Till now, AIM has engaged more than 7.5 million students through 9500+ Atal Tinkering Labs, supported 2500+ startups incubated through 68 Atal Incubation Centres throughout the country, built a network of 5000+ mentors and supporting various community driven innovations through 14 Atal community Innovation Centres.



ABOUT ATAL INCUBATION CENTRES (AICS)

To create a thriving ecosystem of start-ups and entrepreneurs, Atal Innovation Mission has been establishing business incubators called Atal Incubation Centres (AICs) at universities, institutions and corporates. These business incubators are institutions that are geared towards speeding up the growth and success of start-ups and early-stage companies by providing physical and technological infrastructure, training, education, and access to key stakeholders including investors, funds, network and linkages, mentoring and advisory support.

By establishing Atal Incubation Centres, AIM hopes to achieve a holistic ecosystem stretched across the country. The idea is to bring aspiring and motivated start-ups spread through varied topographies under the umbrella of innovation ecosystem. Thereby, fulfilling the objective of 'World Class Incubation'.

A special mention to the team of AIM supporting Atal Incubation Centres - Rohit Gupta, Manglesh Yadav, Prithvi Sai Penumadu, Ashish Pandey, Rajeev Kumar, Protik Biswas and Garima Ujjainia, to support the Indian startup ecosystem and achieve its ultimate goal of becoming #WorldClass.





AAROGYAAI INNOVATIONS PRIVATE LIMITED

SECTOR
**Health and
Pharmaceuticals**

INCUBATOR NAME
Anic Winner



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AarogyaAI



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AarogyaAI marries genomics with artificial intelligence, to give precision diagnostics for antimicrobial-resistant pathogens. This enables clinicians to make data-driven treatment decisions. Applications include Tuberculosis, UTI, Candida, Sepsis, and other nosocomial infections. Pathogen genomics is pathogen agnostic. At AarogyaAI, we believe it is absurd in this day and age that antibiotics are prescribed empirically. This leads to delay in treatment and exacerbates the problem. The AarogyaAI algorithm is designed to not just focus on diagnosing the drug sensitivity status of a pathogen infecting a patient, but also constantly search for correlation between novel targets and their contribution towards the drug sensitivity. This has led to a constant generation of novel genomic targets conferring resistance to pathogens, which are fed into the validation and verification pipeline of AarogyaAI's R&D. The novel targets are patented, validated in silico and in vitro, and fed back to the algorithm to make it more accurate and robust.

SOCIAL RELEVANCE OF THE STARTUP

There is a dearth of tools in the market that can provide a rapid and comprehensive diagnosis of drug-resistant tuberculosis. Hence, AarogyaAI's algorithm is extremely relevant as it provides a comprehensive precision drug susceptibility report for the patients, based on the genome of the Mycobacterium tuberculosis infecting the patient. This quick diagnosis eliminates empirical prescription of antibiotics and ensures effective and timely treatment for the patients. Clinicians are able to make more data-driven decisions towards increased positive treatment outcomes.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Winners of ANIC-ARISE challenge 2021
- Winners of Data Innovation Bazaar 2020
- Won the Indo-Sweden Healthcare Innovation Challenge 2021
- Runners up in NASSCOM's Jancare Innovations Challenge 2021
- BIRAC-TiE WiNeR award 2020
- Niti Ayog's NIDHI PRAYAS grant 2020



PRAAPTI JAYASWAL

**CEO and Co-Founder
AarogyaAI Innovations Private Limited**







Praapti Jayaswal, one of the strong pillars of AarogyaAI, did her PhD from Translational Health Science and Technology Institute (THSTI) in Faridabad, India, and has spent over a decade as a tuberculosis researcher, bringing technical expertise broadly in molecular biology and microbiology. Being a people person, Praapti loves to know about and listen to people and their stories. She believes that the venture, through its direct linkage to the industry, will help her gauge and meet user needs effectively. On the business front, Praapti wears several hats, including that of a financial manager, business developer and an inspiring team-leader. She prefers to objectively analyze a situation while actively listening to others' perspectives. This quality in her helps in creating a supportive ecosystem at work where everyone feels heard and harmonized. Through AarogyaAI, Praapti hopes to play a small part in eradicating tuberculosis - a disease that has been around since the Egyptian times!



AGATSA SOFTWARE

SECTOR
Information & Communication Technology

INCUBATOR NAME
Amrita Technology Business Incubator

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-  SanketLife
-  Team Agatsa

Agatsa has developed the world’s smallest 12-Lead ECG device: SanketLife! Given its keychain size, anyone, anytime, anywhere can take a 12-Lead medical grade ECG with the help of SanketLife. SanketLife is already being used by leading cardiologists and doctors worldwide and aids in quick decision making in times of medical emergencies owing to its accuracy and ease of use.

SOCIAL RELEVANCE OF THE STARTUP

Founded in 2014 by the husband and wife duo, Neha and Rahul Rastogi, Agatsa is a technology driven platform that provides affordable and connected health management support. Inspired by the gaps they found in early identification of cardiac health issues and effective care in India, the founders embarked on creating their first range of products to address the critical area of cardiac health and management. Their first line of products consists of the world’s first and only portable medical grade 12-lead ECG devices. These devices are small enough to fit into a pocket and can capture complete medical grade ECG data on the go. Since its launch, Agatsa has recorded ECG readings for over 1 lakh users, and more than 6000 doctors are using the SanketLife devices.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Raised INR 125 Million. Winner of Aegis Graham Bell award for world’s smallest ECG device
- Winner of Innovation for India Awards 2020 under the Startup Innovation category
- Neha Rastogi won Women Entrepreneur of the Year Award organised by TiE and Power2SME, the SheThePeople TV Digital Women Award in disruption category and the BIRAC-TiE WiNER Award for women in entrepreneurial research in the field of biotechnology.



NEHA RASTOGI

Co-Founder
Agatsa Software

Neha Rastogi, founder of Agatsa Software, is an entrepreneur with over a decade of experience in creating affordable, technologically advanced healthcare products. She conceptualised and built the prototype of Agatsa’s flagship product--the SanketLife ECG Monitor. She has won several awards, including the Women Entrepreneur of the year award and the BIRAC WiNER award. Neha has made it to the Forbes list of 20 most audacious women and the Outlook’s list of Women Leaders Trailblazers.




AGRIVIJAY

SECTOR
Renewable Energy

INCUBATOR NAME
AIC JKLU Foundation

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 AgriVijay

AgriVijay is India's first marketplace of renewable energy products for farmers & rural households. It brings all products, including solar, biogas, thermal, wind & electric products under one roof. AgriVijay uses the Energy Advisory approach where it understands farmers energy needs as well as the waste availability at their end before recommending products. This also helps reduce the GHG/CO2 emissions, thus aligning with the climate change policy under the United Nations' SDG's, and helping the farmers become energy independent, besides leading to increased savings and income.

SOCIAL RELEVANCE OF THE STARTUP

As an agtech social enterprise that offers a wide range of renewable energy products, AgriVijay has a massive social impact where they are not just helping farmers and rural households become energy independent but also treating waste through biogas digestors, thus providing clean cooking fuel to rural women. Their solar water pumps help in the irrigation of acres of field while reducing the GHG/CO2 emissions, and our electric tractors and tillers are helping farmers increase not only their income but also their savings. They have onboarded 200 farmers in just 18 months despite starting operations amidst the pandemic. Their products such as the Solar Water Pumps, Solar Inverters, Biogas digestors, Solar Water Heaters & Solar Dryers have helped in mitigating 7000+ tons of GHG/CO2 emissions annually.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- FICCI - Agri Startup Awards 2021
- Indian Achievers Award - 2020
- Finalist - World Bio-protection Award
- Finalist - SAARC Awards
- India Climate Tech 100 - 2022
- Top 70 Startups in Innovation Book published by NITI Aayog & AIM 2021
- Top 15 Startups in AIM UNCDF Global Agritech Challenge



SHOBHA CHANCLANI

**Director & Co-Founder
AgriVijay**

The co-founder & director of Agrivijay, Shobha Chanchlani has worked with the Government of Rajasthan for 30+ years in the field of girl education.



AI- GENIX INTERNATIONAL PVT LTD

SECTOR
**Agriculture and Allied
Sector**

INCUBATOR NAME
**AIC Banasthali Vidyapith
Foundation**

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 AI-GENIX INTERNATIONAL
PVT LTD

AI-Genix is an AgTech venture that works in the field of sustainable agronomy, and aims to resolve the global crop protection issue. Their business revolves around the development of sustainable farming and environment technology. They aim to contribute towards mitigating the problem of food security by minimizing farmers' dependence on toxic chemicals that are known to pollute the air we breathe, the water we drink and the soil in which we grow our food.

SOCIAL RELEVANCE OF THE STARTUP

AI-GENIX invents technology that helps in crop protection and leads to sustainable farming, thus helping address the global hunger threat and food security issue. AI-GENIX is relentlessly working on replacing chemicals with electronics & biology to phase out highly hazardous agrochemicals from the ecosystem.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Winner of Eureka! 2021 | Asia's Largest Business Model Competition, IIT Bombay & Gulf Islamic Investment.
- Received "Gold medal" for our Invention from WORLD INVENTION AND TECHNOLOGY EXPO 2021, Indonesia.
- Winner "TSS Women Social Entrepreneur of the year 2021", TiE Sustainable Summit 2021, TiE Hyderabad.
- Finalist - Global Disruptive Tech Challenge 2021 - The World Bank, Global Landscape Forum, and Plug & Play Tech Center, California
- Winners - "Chunauti Challenge" Software Technology Park OF India, Science and Technology organization, Indian Ministry of Electronics and Information Technology, India
- Winner "AABI TORCH AWARD FOR PROMISING ENTREPRENEUR FOR 2020" from Asian Association of Business Incubation supported by China Torch High Technology Industry Development Center & Shanghai Technology Innovation Center, China
- Award winner "Best Women Entrepreneur 2019" from Action for India Foundation & IIT, Hyderabad
- Winner "Best Indian Social Enterprise-2019" from Action for India Foundation & IIT, Hyderabad.
- Winner "SKOCH Order of Merit Award Year 2016" SKOCH Foundation, Delhi.

SHAHNAZ SHAIKH

**CEO and Founder
AI- Genix International Pvt Ltd**

Shahnaz Shaikh has dedicated herself to achieving AI-Genix's vision of providing farmers with high-tech agricultural insect and pest management products that are affordable, reliable, eco-friendly, and safe, thus helping farmers increase their earnings and profit margins. Shahnaz's ground-breaking crop protection technologies and crop management solutions are transforming the dynamics of the farming industry, enabling millions of farmers to produce high-quality food and increase their yield by optimizing the use of available resources.





AIRVEDA TECHNOLOGIES PVT LTD

SECTOR
**Health and
Pharmaceuticals**

INCUBATOR NAME
**EIC Amity Technology
Incubator**

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 [Airveda](https://www.linkedin.com/company/airveda)

Airveda's mission is to help people breathe well, live well. Their goal is to make Airveda the first brand that comes to mind when one thinks of air quality or respiratory wellness world-wide. Recommended by pulmonologists, Airveda can be connected to an app on your phone, thus providing holistic respiratory wellness management.

SOCIAL RELEVANCE OF THE STARTUP

In 2017, the World Health Organization (WHO) included a new indication for oxygen in its Model List of Essential Medicines (EML) and List of Essential Medicines for Children (EMLc), identifying oxygen as a medicine that is essential for the management of hypoxemia. The Airveda monitor was designed in an effort to reduce preventable newborn, child, and maternal deaths in India, and accelerate progress toward the Sustainable Development Goals laid out by the United Nations in 2015.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

— Winner of the India Clean Air Challenge.



NAMITA GUPTA

**CEO and Co-Founder
Airveda Technologies Pvt Ltd**

The founder of Airveda, Namita Gupta completed her M-tech in computer science from IIT Delhi. Namita is an incredibly sharp-minded, technical program manager who can balance technology, customer needs, and business needs. She is thorough, competent, and focused. After being in the US for 13 years, working with large corporates such as Microsoft and Facebook, Namita returned to India in December 2013 to work on her entrepreneurial initiative. With asthma running in her family the air pollution in India was a big trigger for her to build this device.



AMELIORATE BIOTECH PRIVATE LIMITED

SECTOR
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC Jyothy Institute of
Technology Foundation**



amelioratebiotech.com



tungarashbehari@gmail.com

Ameliorate Biotech is developing diagnostic kits for early stage and simultaneous detection of diseases with similar symptoms through their patented multiplexing platform technology. One such immunodiagnostic kit is ASSURED. This kit can detect the three most prevalent mosquito-borne diseases--Dengue, Chikungunya, P.vivax and P. falciparum--at one go and has the ability to detect co-infection, if any. Another device being built by Ameliorate Biotech is for simultaneous detection of SARS-COV2, Inf A and Inf B. They are also creating a molecular Diagnostic Platform via LAMP approach.

SOCIAL RELEVANCE OF THE STARTUP

Ameliorate Biotech is working in the healthcare segment with a vision to improve and extend the life expectancy of people, especially from the underprivileged section of society. Its mission is to become a leading healthcare organisation that provides advanced diagnostics and affordable medicines. Ameliorate Biotech aims to develop novel platform technology, manufacture and market biopharma products and health supplements with a focus on achieving the highest quality standards, business ethics and transparency that is driven by people, research and technology.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- CRS fund from ICICI Security, 2022
- ZS Prize runner-up award, 2021
- Equity funding from (LV foundation, DERBI, SINE, IIEF), 2020
- PRISM funding from DSIR, 2020
- Infosys Aarohon Award, 2019
- All India women Entrepreneur Award by DMA, 2018
- KBITS for Idea to PoC grant, 2017



DR. BINITA S. TUNGA

CEO and Co-Founder
Ameliorate Biotech Private Limited

Dr. Binita Tunga obtained her Ph.D. in Molecular Biology from the Department of Biotechnology at IIT, Kharagpur and her Post-Doctoral Fellowship from the Department of Molecular Genetics, Osaka University, Japan. She has published several national and international research papers and has many patents to her credit. Dr. Binita has an industrial experience of 15 years as a Senior scientist and Head of the Analytical and Quality Control Departments at reputed biopharmaceutical companies.

Combining her professional ability as a scientist and her passion for altruism, Dr. Binita decided to step into the world of entrepreneurship three years ago. Losing a close family member to dengue at the tender age of 11 pushed her to identify the problems faced by doctors and healthcare providers in primary healthcare centres, especially in the remote parts of India, and work towards detecting and defeating vector-borne diseases at an early stage.

This idea gave birth to Ameliorate Biotech Pvt. Ltd. Through this company, Dr. Binita and her team work on the development of novel platform technology to manufacture and market essential biopharma products, and early stage and rapid diagnostic kits while staying focused on quality and transparency across levels.



AMPLEARTH PACKAGING & SYSTEMS PVT. LTD.

SECTOR
Circular Economy

INCUBATOR NAME
**AIC Rambhau Mhalgi
Prabodhini Foundation**

 amplepac.com

 arpita@amplearth.com

 AmplePac

 @amplepac

 AmplePac

 @amplepac

 AmplePac India

AmplePac aims to bring sustainable packaging products to the ESG sector globally. They design, customise, and manufacture reusable metallic packaging products that are returnable, sterilizable and reusable. They offer real-time tracking of their containers through their AI & Blockchain-based technology and software.

SOCIAL RELEVANCE OF THE STARTUP

AmplePac's aim is to achieve complete elimination of waste that would otherwise end up in landfills and lead to land pollution. Its utilization of products that last longer helps in promoting a circular economy, and also benefits the environment directly by mitigating waste production.

Since AmplePac is a B2B company, the end consumer is automatically converted into a user of sustainable packaging. This reduces the carbon footprint at an individual level and brings the society together in using more sustainable products. Since AmplePac's products are affordable, they can be used by all and not just the elite.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Awardee - MeitY - NASSCOM Startup Women Entrepreneur Award 2020-21 in association with UN Women
- Scaling up with Microsoft for Startups in partnership with Invest India, Cohort 21-22
- 3rd Cohort Incubatee - Atal Innovation Centre - Rambhau Mhalgi Prabodhini
- Accelerating with CIIE Accenture Sustainability Value Accelerator, Cohort 2022
- Represented India in Paris at Vivatech 2022



ARPITA KALANURIA

**Founder & Managing Director
Amplearth Packaging & Systems Pvt. Ltd.**

Arpita is the founder & managing director of AmplePac, a packaging company with a mission to design sustainable packaging products out of waste. Adopting the circular economy principle since 2018, Arpita has designed over 100 products from metals that are being used to replace single-use packaging in the FMCG sector. Arpita practices and endorses low-waste lifestyle, and has spoken at several events, such as the FICCI CES, ET SGDs Summit, and NPC, to promote sustainable lifestyle & vedic roots of waste free living.



ANTHYESTI FUNERAL SERVICES PRIVATE LIMITED

SECTOR
SDG and Other Social Area

INCUBATOR NAME
AIC Banasthali Vidyapith Foundation



<https://anthyesti.com/>



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Anthyesti Funeral Services

Anthyesti Funeral Services offers a comprehensive solution for everything you need when a loved one passes away. Right from arranging dead body transport to cremation and burial services, funeral services, antimkriya service, antimsanskar service, shraadha rituals and priests.

SOCIAL RELEVANCE OF THE STARTUP

Losing a loved one is a traumatic experience. You need time to console the family, and time to move on. Most of all, you need time alone-without the pulls and pressures of arranging the last rites, managing logistics and legal formalities. ANTHYESTI aims to standardise the unregulated funeral rites industry. Dealing with the beauracracy involved in organising a funeral can be very distressing. They provide end-to-end solutions for post-death related rites, bringing in transparency and, most importantly, relieving the family members from doing the last minute run arounds behind the service providers. Their panel of hearse vans, superior crematorium services, and priests are all united to assist you in your loved one's final journey.



SHRUTHI REDDY

Founder & Director
Anthyesti Funeral Services Private Limited

Shruthi Reddy is an IT engineer turned social entrepreneur who believes in giving dignified final farewells and that people can live after death not by burying or burning organs, but by donating them.

After having worked for close to a decade behind the computer, she decided to call it quits and join the entrepreneurial world in a highly gender stereotyped industry, aka, the funeral industry.

Having spent 5 years as an entrepreneur and after learning the technicalities of the funeral industry, Shruthi aims to implement innovations and technology in the funeral sector.

Shruthi is also highly passionate about creating organ donation awareness through her NGO, Anthyesti foundation, because although India is the world's second highly populated country, the organ donation rate stands at 0.36 per million as of 2019.



ANUBHUTI SAMITI

SECTOR
SDG and Other Social Area

INCUBATOR NAME
AIC ISB Association



anubhuti.org.in



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Anubhuti Organisation

With a motto of creating a positive educational environment for underprivileged children, Anubhuti aims to become a bridge between schools and the underprivileged communities. They want to solve the problem of lack of education in these communities by bringing a systemic level change where all the stakeholders have an equal voice in building a child's future. They plan to create this change by bringing the talented youth from the local community to work at the grassroots levels and bridge the existing gap between community & schools/education system.

Through their initiatives, Anubhuti focuses on classroom intervention, capacity building of government officials and community mobilization.

1. They set up a multigrade and a multilevel classroom in the government school of that area. Regular teaching is conducted and the best teaching practices are demonstrated.
2. They also create learning circles for parents where all the parents come together and discuss their child's future.
3. They leverage the existing system to create a positive learning environment in the classroom so that a child never drops out.

SOCIAL RELEVANCE OF THE STARTUP

Empowered by their motto to create a positive educational environment for underprivileged children, Anubhuti is becoming a bridge between schools and communities. They recruit bridge fellows from the local communities who identify the hotspot in the block level to identify the out-of-school and drop out children (6-16 yrs). They are working to address the issue of children either not enrolling into the formal education system or dropping out from schools.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Admitted more than 3000 students in 5 government schools under their Back to School Program
- Established 498 reading corners, impacting 50,000 students in 498 Primary schools in Karnal district of Haryana with the help of SSA
- Worked to regulate its functioning in order to enhance the reading comprehension skills among the students under the Vachan-e-Khel program where 50% of each class is able to read their textbooks.



SAKSHI SRIVASTAV

**Co-Founder
Anubhuti Samiti**

Sakshi Srivastav holds a master's degree in Social work and a bachelor's degree in Botany from Delhi University. After gaining a wide experience ranging from working at the grassroots level as a Gandhi Fellow to sitting at policy tables as Chief Minister Good Governance Associate, she developed a multidimensional understanding of societal issues, processes, bottlenecks and the landscape for solution. Sakshi then initiated projects to provide support to traditionally marginalized communities to improve their economical, sociological and cultural conditions.




ARTYSUN

SECTOR
SDG and Other Social Area

INCUBATOR NAME
Atal Incubation Centre BIMTECH

 ptal.in

 mc.kirti@gmail.com

 Punjabi Thathera Art Legacy (P-TAL)

The acronym P-TAL stands for Punjab Thathera Art Legacy. P-TAL aims to revive the dying craft form of the indigenous Thatheras community of Jandiala Guru, Amritsar. The Thatheras of Jandiala Guru are a community of skilled craftsmen who specialize in the traditional technique of making handcrafted brass, copper and bell metal utensils by hammering metal sheets. P-TAL is working on reviving the languishing craft of Thatheras all across India using a multi-faceted approach: institutionalisation of artisans, design development and training, and market access through modern techniques. Just like the Thatheras, P-TAL is an epitome of transforming tradition into trend while converting practice into perfection, and thus moulding the vessels of hope.

SOCIAL RELEVANCE OF THE STARTUP

P-TAL's mission is to revive one of India's only UNESCO-listed craft form of the thatheras of Jandiala Guru. Their work has impacted the lives of 42 artisan families across Jandiala Guru, Chandni Chowk and Indore, due to which the monthly income of these families has improved by over 600%.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Dec 2019 - Recipient of a letter of appreciation from UNESCO for strenuous efforts towards reviving the craft form of the Thatheras of Jandiala Guru
- Aug 2019 - Recipient of the SKOCH Gold Award, the highest civilian honour conferred by an independent organisation, Associated with Punjab Thathera Art Legacy
- Sep 2018 - Recipient of the World Trade Center Award for Innovation and Impact at Enactus World Cup 2018, organised by KPMG



KIRTI GOEL

**Co-Founder and Head Designer
ARTYSUN**

Kirti Goel completed her bachelor's degree in fashion/apparel design in 2017. The co-founder and head designer of P-TAL, Kirti has a knack for noticing the oft-ignored parts of the environment around her, which is what makes her design thinking process unique. She conceptualised a young generation of artisan-community-centric brand through several stages, starting from sourcing, grassroots capacity building, and design development to improving operational efficiency and enabling marketing across multiple channels.



**ASEEMSHAKTI
ENABLERS PRIVATE
LIMITED**

SECTOR
**SDG and Other Social
Area**


INCUBATOR NAME
**AIC Manipal University
Jaipur**

 aseemshakti.com

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 Aseem

 @aseemshakti

 AseemShakti

Aseemshakti is a tech-based fashion brand that provides underprivileged women, especially housewives who want to be a part of the workforce and transgenders, with job opportunities. Its main focus industry is fashion, and they are currently working on manufacturing instant wear sarees with pockets (patented). The startup is working towards gender equality by empowering women.

SOCIAL RELEVANCE OF THE STARTUP

Aseemshakti is working towards women empowerment by helping women from the underprivileged section of society earn a living.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

— 2019: Infosys Aarohon Award



SWATI SINGH

**Founder
Aseemshakti Enablers Private Limited**

Swati Singh was born and brought up in Mumbai. She did her post graduation in commerce at Mumbai University. She started her career as a teacher in a junior college but later switched to teaching spoken English to underprivileged youth. She is especially passionate about creating new opportunities for women and started a small women’s self help group AseemShakti, which is a ‘by women, for women’ DIPP-recognised startup today.



ASTROME

SECTOR
**Space/
Communication**

INCUBATOR NAME
EIC SID



astrome.co



neha@astrome.co



Astrome

Astrome was founded in 2015 in Bangalore, India, and is incubated by the Indian Institute of Science. The company is focused on delivering GigaMesh, a multi-gigabit wireless backhaul radio for 4G/5G telecom market, and GigaSat, an innovative Ku/Ka-band and electronically steerable antenna for satcom market. GigaMesh works in E-band (71-76GHz, 81-86GHz) and has a unique feature of creating multiple-P2P links from one device, where each link is electronically steerable. GigaMesh pilots are being conducted with partners and customers, including the Indian Defence force. Astrome is in the process of launching GigaSat, an electronically steerable satcom terminal suitable for communicating with multiple GEO and LEO satellites.

SOCIAL RELEVANCE OF THE STARTUP

The cost of laying fibre in India today is anywhere between INR 4 Lakhs to 12 Lakhs per kilometer. Such high CapEx cost is not feasible for connecting low population density rural areas. As a result, majority of the rural areas remain either poorly connected with low data rate solution or remain unconnected. There is a need for an alternate technology which can connect rural areas at a lower cost as compared to fibre while not compromising on the data throughput.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Awarded a grant to conduct a pilot in BharatNet project jointly with ITI
- Winner of “Most Promising Innovative Solution in Connectivity” award by International Telecommunication Union (ITU), 2020
- Winner of 5G Hackathon organized by Department of Telecommunications (DoT), Government of India.
- Winner of TCOE DCIS 5G Grant given by Department of Telecommunications (DoT), Government of India in 2021 Women Entrepreneur Quest (WEQ) 2018 by Anita Borg, DST and IUSSTF
- Astrome CEO Neha Satak won the Women Transforming India (WTI) Awards 2021 powered by Women Entrepreneurship Platform (WEP) - NITI Aayog



NEHA SATHAK

CEO and Co-Founder Astrome

The co-founder and CEO of Astrome, Neha Satak holds a Ph.D. from Texas A&M University and a master's from the Indian Institute of Science (IISc) in Aerospace Engineering, with a specialization in estimation theory, dynamics and control theory. She did her BE in Electronics and Communication Engineering from Rajasthan University. Neha was awarded the prestigious Amelia Earhart Fellowship by Zonta Foundation during her PhD. In 2020, Neha received the Unreasonable Fellowship, a global community of select growth-stage entrepreneurs, institutions, and investors to profitably solve pressing global problems. She is also a WEQ fellow, an award jointly given by AnitaB.org, USISTEF, and the Government of India. In 2019, she was selected for ITU's EQUALS program. Neha co-founded two other companies prior to Astrome. She was also an Amelia Earhart Fellow in 2012 and Karman Fellow in 2021. Recently, Neha won the Women Transforming India (WTI) Awards 2021, conferred by NITI Aayog.




ATTAC - AIM TO TERMINATE TOBACCO AND CANCER

SECTOR
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC Banasthali
Vidyapith Foundation**

 attacindia.org

 attac.ngo@gmail.com

 ATTAC- Aim to Terminate Tobacco and Cancer

ATTAC stands for Aim to Terminate Tobacco and Cancer Society. ATTAC is a healthcare organization registered under the Societies Registration Act, 1860, in India. As part of their explorative and consultative approach, ATTAC provides screening services, early detection and diagnosis of breast, cervical and oral cancer in rural, semi-urban and urban areas. They have partnered with prestigious national and international institutions around the world to take their work forward. ATTAC serves in the public healthcare sector through health promotion, communication and education for strengthening the healthcare system in India.

SOCIAL RELEVANCE OF THE STARTUP

Attac's Approach for Cancer Awareness includes cancer screening and tobacco cessation counselling. They first create awareness about the camp so that people from neighborhood areas can attend. Attac then partners with local panchayats or local leaders in the area to spread the word. Their doctors perform the checkups and refer the patients to nearby hospitals, where they can get an appointment for a heavily discounted rate. At the conclusion of the camp, they organize a series of workshops to educate the people on ways to stop tobacco addiction and tobacco cessation.



DR. SUMEDHA KUSHWAHA

**CEO and Co-Founder
ATTAC - Aim to Terminate Tobacco and Cancer**

Dr. Sumedha Kushwaha wears multiple hats. She is a public health specialist, dentist, mother, and a writer. With her venture Attac, Dr. Sumedha is trying to sow seeds of social welfare and community work in young minds. She is passionate, dedicated and a team player. Her work is aimed towards terminating tobacco and cancer in society.



**AUTOCRACY
MACHINERY PRIVATE
LIMITED**

SECTOR
**Manufacturing and
Engineering**

INCUBATOR NAME
AIC ALEAP WE HUB


 autocracymachinery.com


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 Autocracy Machinery Pvt Ltd

 @autocracymachinery

 Autocracy Machinery

 @aceautocracy

 Autocracy Machinery -
Trencher India

Autocracy Machinery is India’s leading manufacturer of speciality construction and agricultural machines and attachments. The machines are currently used in some of the largest infrastructure projects for laying cables, drainage and irrigation pipes across the country.

The technology, design and manufacturing are all done in India and the product is competitively priced to enable easier access to farmers and contractors. Their ‘Made in India’ supply chain reduces downtime for spares, service and annual maintenance. An in-house R&D team facilitates a seamless deployment of customization for client needs. They offer on-site assembly and operator training, besides easy-to-use instruction manuals and safety guidelines. Autocracy aims to become India’s largest supplier of trenchers for a wide range of end use applications.

SOCIAL RELEVANCE OF THE STARTUP

The “Atma Nirbhar” vision of India has kicked off large-scale investments in infrastructure. Efforts linking rural-urban India through reliable fibre-optics, pipeline networks for gas/water, strengthening and expansion of irrigation channels, and development of mechanized community farming have all created a need for heavy-duty industrial-scale machinery. Much of this infrastructure vision is reliant on delivering a cable/pipe-line network across the length and breadth of the country, with pipeline networks to be laid underground, at pre-specified depths over thousands of kilometers within challenging timelines & budget constraints. The delivery of this effort is humanly impossible with existing tools & manpower. Autocracy has developed industrial-grade precision machinery, such as trenchers, ditchers, and pole diggers, to aid the quick delivery of these networks and allied infrastructure development. Their indigenously developed technology solutions are compatible with local host machines, and reliance on imports has been largely reduced.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Selected for Stanford Seed Spark
- Shortlisted for TiE Hyderabad investement pitch
- Built oxygen concentrators during the Covid 19 outbreak



**SANTHOSHI SUSHMA
BUDDHIRAJU**

**Co-Founder and Director
Autocracy Machinery Private Limited**

Santhoshi Buddhiraju did her B.Tech in Metallurgical Engineering from IIT, Varanasi. The only girl in her class, she graduated with top honours and was selected to intern as a Research Scholar at the Georgia Institute of Technology. Despite receiving numerous academic/ job opportunities abroad, Santhoshi was determined to be of service to her country.

Santhoshi’s startup, Autocracy Machinery, is a pioneer in the design and manufacturing of trenchers in India. Santhoshi played a lead role in the development of machinery which was not previously available in India and had to be imported. The design and material used are optimized for Indian conditions and is completely manufactured in India.

Santhoshi is a serial entrepreneur who also built an online portal/meal booking platform for Railway/Bus passengers across India called Delivery Uncle that allowed passengers to order food online or through the phone from a variety of restaurants at 90 locations across India. This start-up successfully exited in 2014.



AVASARSHALA PRIVATE LIMITED

SECTOR
Education and Technology

INCUBATOR NAME
AIC RAISE



avasارشala.com
whizkids.club



ashwathy@avasارشala.com



Avasارشala



@avasارشala.official



Avasارشala



@avasارشala

Avasارشala facilitates the process of nurturing talent through the right kind of exposure by connecting parents and kids to a variety of local, national, and international online and offline events.

Be it scholarships, leadership programs, events, competitions, grants, Olympiads, fests or inter-school events, parents can utilize Avasارشal to get weekly updates regarding these opportunities that are curated based on the age, location and interest of their kids.

Avasارشala has also launched a new product, WhizKids.Club. It is a game-based learning platform that helps parents engage their kids at home productively using offline activities (ages 6 to 13).

Kids learn different concepts in STEAM, which are presented in a story format. They are given micro lessons for guidance and an educator evaluates their submissions to ensure the concepts are well understood.

SOCIAL RELEVANCE OF THE STARTUP

In India, 69% kids under 12 years of age have access to smart phones at home, and around 70% of these kids have a screen time of over 4 hours per day, at home and school. Kids generally opt for entertainment (70% of screen time is spent on games, videos or social media) rather than learning when using these smart devices. As a result, with inadequate focus on extracurricular activities and 21st century skills, children nowadays are losing out on real life skills.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- People's Choice Awardee for Youth Co:Lab India 2020 (in partnership with Atal incubation Mission and UNDP India)
- Internationally recognized as Top 10 Purpose Driven Innovations by Bridge for Billions
- Top 30 Most Inspiring Digital Innovations by Partos, Netherlands, 2020
- TiE Kerala TiE Women Runners Up 2021.
- Received Innovation Grants from Kerala Startup Mission, Innovation grant from CUSAT CITTIC RUSA and NIDHI EIR from IIM Kozhikode.



ASHWATHY VENUGOPAL

**CEO and Co-Founder
AVASARSHALA PRIVATE LIMITED**

Ashwathy Venugopal is a TEDx Speaker, Social Entrepreneur and Co-Founder of Avasارشala. Ashwathy is ex-Amazon and Leadership Board Member at Kectil International Youth Leadership USA.

She has been recognized among Top 5 Social Innovators from India and as People's Choice Awardee at Youth Co:Lab India 2020 (in partnership with Atal Incubation Mission and UNDP India).

Ashwathy is the Outgoing Curator of Global Shaper Community-Trivandrum Hub (an initiative of World Economic Forum), Cohort member at Cherie Blair Foundation Mentoring Women in Business 2021, Indian Ambassador for Digital Grassroots Program, WEDU Asian Rising Star for 2020, Vital Voices GROW Fellow 2020, inSIG 2020 Fellow, Youth IGF India 2020 Fellow, Public Speaker and a thought leader. Ashwathy is the recipient of Eastern Bhoomika Iconic Women Awards 2020. She is an Entrepreneur in Residence at IIM Kozhikode and has received grants from the Government of Kerala for her venture.






Ashwathy is currently one of the 20 women leaders selected into the Leadership for Growth program by Amani Institute, fully sponsored by the U.S. Consulate General, Chennai.



AYURAROGYA SAUKHYAM FOUNDATION

SECTOR
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC Great Lakes
Balachandran Incubator**

-  saukhyampads.org
-  anjubist@saukhyampads.org
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-  [Saukhyam Reusable Pads](https://www.facebook.com/SaukhyamReusablePads)
-  [Saukhyam Reusable Pads](https://www.youtube.com/SaukhyamReusablePads)

Saukhyam is the world's first startup that makes reusable menstrual pads from banana fiber and cotton cloth. On average, they cost only one-tenth the amount one otherwise spends on recurring purchases of disposable sanitary napkins.

Women and girls in rural India face several health and education related issues due to lack of menstrual hygiene products. Moreover, trees are cut to make disposable sanitary napkins, which are non-biodegradable, and will continue to pollute Earth for hundreds of years after use. Thus, the team at Saukhyam is working on a mission to make reusable pads mainstream.

Saukhyam pads are produced in rural India and exported to countries such as US, UK, Germany, Spain, Netherlands, Kuwait and Nepal. These pads have won several awards and over 500,000+ have been sold and distributed to-date, helping prevent the emission of 2000 tons of CO2 equivalent annually.

SOCIAL RELEVANCE OF THE STARTUP

A lot of the health and education related problems for women and girls in rural India can be traced to one factor alone - the lack of suitable products for menstrual hygiene. By bringing high-quality and low-cost reusable menstrual pads to rural women, Saukhyam is helping address the issue of period poverty. The same high quality pad that is sold online and exported is made available at subsidized prices in rural India. Moreover, Saukhyam has created jobs in rural India and has been recognized by NITI Aayog as a "strong root for tomorrow's India."

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Most Innovative Product Award by the National Institute of Rural Development, India, 2018
- Social Enterprise of the Year for its "exceptional impact, clarity and growth of work dedicated to furthering the UN Sustainable Development Goals" from the Women for India and Social Founder Network coalition, 2020
- Anju Bist was honored by NITI Aayog with the Women Transforming India Award, 2022

ANJU BIST

**Founder
Ayurarogya Saukhyam Foundation**

Anju Bist has extensive experience working in the rural parts of India. In 2013, she was part of a team that traveled to the most backward village clusters in 21 states of India, helping start initiatives for the sustainable development of these villages. A focus on providing eco-friendly and low-cost solutions for menstrual hygiene resulted in the development of Saukhyam Reusable Pads that are made from banana fiber and cotton cloth.

Anju obtained her MBA and MS from the University of Maryland in the US in 1998 and worked for a management consulting firm. In 2003, she returned to India and for the next decade taught Environmental Sciences at Amrita University.

Anju is the founding member of the Women in Indian Social Entrepreneurship Network. In 2020, she was honored with the Social Entrepreneur of the Year award for "exceptional impact, clarity and growth of work dedicated to furthering the UN Sustainable Development Goals" from the Women for India and Social Founder Network coalition. In 2022, she received NITI Aayog's flagship Women Transforming India Award. Anju is also referred to as the Padwoman of India.





BEAUTILISHIYA PRODUCTS PRIVATE LIMITED

SECTOR
**Agriculture and Allied
Sector**

INCUBATOR NAME
**AIC Banasthali
Vidyapith Foundation**



organiko.in



poojakaul994@gmail.com



Organiko-Beautifying Life

Organiko uses donkey's milk to produce natural beauty products. Organiko isn't just providing natural skincare products to its customers but is also improving the rural economy by uplifting the economic condition of donkey owners. Donkey milk is an extremely rich source of nutrients with numerous health benefits and properties beneficial for the skin. Organiko is India's first producer of Donkey Milk Natural Handmade Soaps. Donkey milk is rich in vitamin E, amino acids, vitamins A, B1, B6, C, D, E, Omega 3 and 6. It contains high amounts of calcium, and 4 times less fat. In addition, it naturally contains retinol, allowing you to look younger.

SOCIAL RELEVANCE OF THE STARTUP

Organiko is providing livelihood to the donkey owners in India by using their existing untapped resource: donkey's milk. Organiko uses donkey's milk to produce natural beauty products. They realized that the donkey population in India was heading towards an all-time low and an increase in donkey owner's income could improve the situation.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Winner WOMENPreneur 2018, Atal Incubation Centre@Banasthali Vidyapith
- Winner Start-up Conclave 2018, VNIT, Nagpur
- Winner Mantrapreneur 2018, FLAME University
- Winner Ipreneur'17, TISS Mumbai (First Award and Championship Won in 2017)
- Incubated in ISEED IRMA, Anand
- Incubated in FIED, IIM Kashipur
- Atal Incubation Centre @Banasthali Vidyapith
- Women Empowerment and Entrepreneurship Foundation, IIT Delhi
- Selected for Global Entrepreneurship Boot camp, Jakarta Indonesia
- Social Accelerator , ACIIE (IIMA) and Startup Oasis
- Her Start-up Accelerator Program of Amity Innovation Incubation
- Qualified and pitched in Season 1 Shark Tank.



POOJA KAUL

**Founder
Beautilishiya Products Private Limited**

Passion and diligence are two traits that define Pooja Kaul. It is her belief that these qualities are the key to success in any endeavour that one sets their mind to. She loves generating new ideas and devising feasible solutions for broadly relevant problems. With her unique startup, Pooja has not only helped people get better & younger looking skin but has also improved the livelihood of the donkey owner community. She has been featured in the 30 under 30 forbes list, and has received Princess of Wales Diana award 2020, and Ministry of MSME Emerging Women Entrepreneur 2022.




**BIOPRIME
AGRISOLUTIONS PVT
LTD.**

SECTOR
**Agriculture and Allied
Sector**


INCUBATOR NAME
Anic Winner


 bioprimeagri.com

 renuka@bioprimeagri.com

 BioPrime AgriSolution
Pvt Ltd

 @bioprimeagri

 BioPrime AgriSolution
Pvt Ltd

 Bioprime Agrisolutions
Pvt Ltd

Bioprime aims to transform the way we grow crops, and make food more nutritious and wholesome using cutting-edge technologies and approaches, while always keeping sustainability at the core. Bioprime makes crops climate resilient, giving farmers assured yields using targeted physiology modulating biomolecules. These biomolecules are rapidly sensed by plants and instigate tolerance in crops against climatic fluctuations, diseases, and pests.

SOCIAL RELEVANCE OF THE STARTUP

Known as the land of agriculture, almost 44% of the population in India is employed in agriculture. And yet, ironically, although farmers are culturally put on a pedestal at par with god “Annadatta” in India, they don’t receive any social recognition. Farming is the least aspirational occupation, with little societal respect. However, Bioprime wants to change the situation of farmers. They want to see every farmer prosper and profit from each crop so that farming becomes a viable and respectable profession, and they want to ultimately make farming an occupation of choice.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Cisco Agritech challenge, 2022
- Best Agri Input Company, Agri Awards 2021
- Social Alpha Agritech challenge winner with Grant in aid from in 2021
- Grant in aid of from Pusa, IARI in 2021
- Agri Start up, FICCI Agritech Awards 2020
- Awarded Niti Ayog’s Atal New India Challenge (ANIC) – Grant In Aid in 2020
- Finalist in the National Start up Awards 2020
- Received Tie-BIRAC Women in Entrepreneurial Research (WiNER) award at the hands of Hon Minister Piyush Goyal in 2019
- Top 10 finalist in the Future Food Asia Awards 2018
- Awarded Ignite fellowship -BIRAC & Cambridge Judge Business school, UK 2018
- Bagged Unltd India’s Growth Challenge award in 2018
- Awarded BIRAC’s Biotech Ignition Grant (BIG) in 2016
- DIPP/DPIIT recognized start up with Intra mistrial board clearance



DR. RENUKA KARANDIKAR

**Founder
Bioprime Agrisolutions Pvt Ltd.**





A first-generation entrepreneur, Dr. Renuka Karandikar has a doctorate in plant biotechnology and a post-doctorate in genetic engineering, with 17 years of research experience, patents, and technology transfer. As the CEO of Bioprime, her focus is on developing sustainable strategies for achieving the long-term goals of the company by developing key partnerships and collaborations for rapid penetration in the market. Renuka is also in-charge of the finance and fund-raising at Bioprime and manages the company’s IP strategies as well. Renuka grew up watching her grandmother take charge and manage their fields. This became her motivation behind building Bioprime whose motto is to bring back “Pride and Profits” to the farmers.



CAS COLLECTIVE LLP

SECTOR
SDG and Other Social Area

INCUBATOR NAME
AIC SMU Technology Business Incubation Foundation

-  aarogya.ai
-  chimiongmut@gmail.com
-  @lagstal_designstudio
-  Lagstal

Cas Collective aims to contribute to a more sustainable future where being environmentally and socially responsible goes hand in hand with running a profitable business. They are committed to reducing individual carbon footprint as well as toxins released into the environment, by making the maximum utilization of bamboo. Cas Collective uses bamboo to manufacture utility items, household items, fashion accessories, and home décor, and is also creating a sustainable industry that can provide employment to the local population.

SOCIAL RELEVANCE OF THE STARTUP

Sustainability is at the core of what they do at Cas Collective. In our plastic-filled world, avoiding plastic can be pretty challenging, but finding alternatives to plastic in the form of recycled paper and bamboo products for our daily use can help in creating a positive impact on the environment and in our daily life. Cas collective utilizes different parts of bamboo, a sustainable resource, for manufacturing their eco-friendly products and, in the process, is creating a sustainable industry that can provide employment to the local population.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- BRIC Idea Exposition, Sikkim - 2021.
- Winner of NERES 1.0 2020.
- Participated in Dubai Expo 2020
- Rotary Club Social Woman Entrepreneur of the year 2019.
- NE Woman Entrepreneur of the year 2016-2017, New Delhi.
- Best use of North Eastern Handloom.
- Contemporary Style from NIFT Kolkata.
- Sreemanta Sankar Mission of Guwahati Vasundhara.



CHIMI ONGMU BHUTIA

CEO and Co-Founder
Cas Collective LLP






Based in Gangtok, Sikkim, Chimi Ongmu Bhutia is the founder of Lagstal Design Studio and co-founder of Cas Collective. She is a social and nature-inclined entrepreneur who wants to make a difference using the power of design. Chimi Ongmu believes in entrepreneurship that is pro nature and environment friendly. The idea behind her startup is to go green and sustainable while improving the quality of our lives and protecting our ecosystem.



CCTECH HEALTH & ENV PVT. LTD. (CROOZE APP)

SECTOR
Smart Mobility

INCUBATOR NAME
AIC GUSEC Foundation

-  crooze.app
-  nikitalalwani7@gmail.com
-  [@croozeapp](https://twitter.com/croozeapp)
-  [@croozeapp](https://www.instagram.com/croozeapp)
-  [Crooze App](https://www.facebook.com/CroozeApp)

Crooze App aims to revolutionize how people move around, by gamifying cycling/ walking. It is a unique platform for cyclists from across India where they can redeem their recorded cycling kms for exclusive gifts and offers from different brands. Users get rewarded via the app for the time spent cycling, and can also explore cycling clubs, challenges, events, and cycling trails on this app. More than 22000 cyclists are using the Crooze app in India, and have collectively clocked around 20 million cycling kilometers.

The app offers a targeted marketing platform for brands around fitness & health with highly engaged users.

SOCIAL RELEVANCE OF THE STARTUP

Cycling has an economic, environmental, and social benefit.

For low-income households in India, a bicycle can be an invaluable asset that is used for multifarious income-generating activities, a cost-effective form of mobility, and can positively impact the socio-economic condition of women.

An increase in cycling can also lead to increase in savings as it leads to improvement in personal health, personal fuel savings, a reduction in emissions/ air pollution, and reduces inequality.

Cycling also brings communities together and can be a great tool to fight mental stress in this fast-paced life.

In the last 15 months, the Crooze app downloads have reached 25000 and their monthly user base has grown to 10000 users. More than 20 million cycling kilometres have been clocked on the app, which equates to roughly 2800 tons of reduced carbon emission in this period.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Emerging Mobility Startup of the Year by The Southern Gujarat Chamber of Commerce and Industry (SGCCI)
- Got featured in a Cycle for change Documentary by NDTV , March 2021
- 1 of the 100 apps of first Google AppScale Academy Cohort to make India App nation.



NIKITA LALWANI

**CEO and Co-Founder
CCTech Health & Env Pvt. Ltd. (Crooze App)**

Nikita Lalwani is the first bicycle mayor of India announced by BYCS, an Amsterdam - based organization promoting cycling globally.

Nikita was selected based on the innovative cycling platform she has developed and her advocacy efforts to popularise cycling.

She is the founder of the Crooze app, a mobile app that rewards cyclists based on the number of kilometres they have cycled. She also recently launched a national Indian Pedalling league where cyclists from 10 cities compete with each other.






By profession Nikita is an engineer from NIT, Surat, and an alum of Indian Institute of Management (IIM), Udaipur. She worked at a German MNC, Linde Engineering, in Vadodara, for seven years as an Instrumentation and Controls Engineer before founding her startup.



DHAJCRAFT

Sector
Personalized Handcrafted Footwear

INCUBATOR NAME
AIC BV Foundation

-  aarogya.ai
-  dhajcraft2020@gmail.com
-  Dhajcraft footwear
-  @dhajcraft
-  Dhajcraft

Dhajcraft is a designer brand that customizes handcrafted footwear according to your foot shape and gives you the freedom from one-size-fits-all compromises. This personalized footwear comes with an extra comfort. Moreover, you have the choice to get them designed as per your gladrags. Dhajcraft designs sustainable footwear from textile waste and also manufactures biomechanics based shoes for diabetics and specially abled people.

SOCIAL RELEVANCE OF THE STARTUP

Dhajcraft works with local artisans in Bihar, thus generating employment opportunities for them, so that they are not forced to seek employment elsewhere. Moreover, they design shoes from the textile that is unused and wasted by the textile industry. The textile industry constitutes the third largest producer of waste in India, leading to an increase in greenhouse gase emission, which has an adverse impact on the environment.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Asia’s top 1000 women faces award by womennovator.
- Top 3rd startup of Bihar in March 2022.
- Top 20 women entrepreneur from Bihar & Jharkhand at American Center, Kolkata. An initiative by AWE to join the U. S. Consulate General Kolkata.



RASHMI RANI

Founder
Dhajcraft

Rashmi Rani is a fashion designer and a graduate of the National Institute of Fashion Technology. She loves to sketch and explore new things. After graduating, Rashmi worked in graphic and product designing, following which she started her venture called Dhajcraft, which means adorn yourself. At Dhajcraft, handcrafted products are made from yarn.



EASY HAAT

Sector
Agriculture and Allied Sector

INCUBATOR NAME
AIC AAU Incubator

 easyhaatasom.com

 bornalisboruah@gmail.com

 [@easyhaatasom](https://www.instagram.com/easyhaatasom)

 Easy Haat

Easy Haat processes and prepares ready-to-eat indigenous meals. These meals are packed in vacuum-free aluminum pouches such that they only need to be micro-waved or immersed in hot water before being served. Easy Haat uses retort packaging technology for its products.

It serves a wide range of veg and non-veg products that are prepared using local/ indigenous spices and herbs, and caters to the taste of Northeast India.

The startup manufactures and supplies superior quality frozen, processed & ready-to-cook/eat items, which are healthy, hygienic, gluten free, low fat and high in iron and protein.

SOCIAL RELEVANCE OF THE STARTUP

Easy Haat procures raw material from local farmers. Easy Haat's founder, Bornali Boruah, is also the founder-director of an NGO called "Krishak Bandhu" and through this NGO, the startup is providing technical and advisory support to more than 1000 farmers in the region, leading to economic upliftment of the farmers.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- 2022: "Women Achievers' Award" in North East Festival 2022 organised by Government of Tripura
- 2022: "Certificate of Appreciation" by NRLM for outstanding contribution in the field of Agriculture
- "Certificate of Appreciation" by Rotary Club of Dispur for her contribution to society as a Leading Woman
- 2020: Recognition as Successful Woman Entrepreneur from Social Welfare, Government of Assam

BORNALI SARMA BORUAH

Founder
Easy Haat

Bornali Boruah is a dynamic social entrepreneur from North Guwahati, Kamrup. She has been working closely with the local farmers since 2002, and has developed a website www.krishakbandhu.org, which is a farmer friendly platform that collects, stores and disseminates information about agriculture and allied sectors.

Bornali realised that the farmers were not getting the right price for their produce and the produce was being wasted due to over production. To resolve this issue, she developed backward linkages with small farmers and poultry/fish rearers and procured their produce. She started processing and preparing ready-to-eat indigenous meals and made these available in vacuum-free aluminium pouches using retort technology.

This has not only addressed the farmer's challenges of over-supply/production but has also made authentic North East cuisine available to people outside the state.







**ECODECO THE
RECYCLE HOME
PRIVATE LIMITED**

Sector
Waste Management

INCUBATOR NAME
**EIC Amity Technology
Incubator**

 econscious.co.in

 sonals003@gmail.com

 Econscious™

Econscious™ is a social impact start-up that helps people reduce their carbon footprint by collecting their plastic waste and up-cycling it into gifting and public utility items. Econscious™ envisions creating a zero-waste society and manufactures different types of recycled plastic products such as pots, planters, office supplies, benches and dustbins. It also provides plastic pickup service to individuals and corporations. Moreover, they have a network of rag-pickers to source waste material, and aim to strengthen their income generation model through technology.

SOCIAL RELEVANCE OF THE STARTUP

Econscious™ has saved more than 40,000 kgs of plastic from going into landfills and oceans. This equates to saving around 690 cubic meters of space in landfills. Each eco-board at Econscious™ is made entirely out of collected plastic waste. No chemical or adhesive is used, which makes it even more impactful with the feature of recyclability. Their products use 88% less energy as compared to virgin plastic products.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Got selected and received funds from HDFC Parivartan program through Amity Innovation Incubator



SONAL SHUKLA

**CEO & Co-Founder
ECODECO the Recycle Home Private Limited**

The co-founder of Econscious™, Sonal Shukla has a master's in Electronics Engineering from NIT Kurukshetra. The lack of awareness and non-availability of recycled plastic products gave Sonal the motivation to begin her entrepreneurial journey. She and her team are utilising their technical skills to bring a change in society.



EMPATHY DESIGN
LABS PVT LTD

Sector
Health and Pharmaceuticals

INCUBATOR NAME
AIC Banasthali Vidyapith
Foundation

 empathydesignlabs.com/

 shivi.nid@gmail.com

 EMPATHY DESIGN LABS

Empathy Design Labs has developed a wearable & non-invasive IOT device that alerts parents 24 hours prior to a pregnancy turning into a stillbirth. Founders of Empathy Design Labs’ vision is to solve problems with a simple and intuitive thought process. The team at Empathy Design Labs includes experts from research, design, healthcare, technology, and development sectors who are working to develop world’s most precise and human centric solution to avoid the risk of stillbirths in developing and developed countries. The startup was incubated at Nasscom coe-IOT Lab and works from their co-working space.

SOCIAL RELEVANCE OF THE STARTUP

As per WHO, there are 136 million pregnancies every year, out of which about 3 million pregnancies turn into stillbirths. As a result, 4.2 million women are currently suffering from depression due to the stillbirths. Empathy Labs is working towards reducing the burden of 2.6 million stillbirths (pregnancy loss after 24 weeks) across the globe.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Dhriiti – We can , Cherie Blair Foundation & US Embassy, 2017
- Youth Champion -The Public Health Institute and David and Lucile Packard Foundation – California, 2017
- Winner – FICCI FLO- Outstanding woman in Healthcare and medicine, 2017
- Winner – IDEATOR /EUREKA CHAMP, 2017
- BIRAC BIG Grant, 2017
- Winner – NASSCOM SOCIAL INNOVATION FORUM – HEALTHCARE, 2018
- Winner - DST BIRAC- TiE Woman in entrepreneurial research, 2018
- Winner delegate - CANADA INDIA ACCELERATOR, 2018
- IOT NEXT Award Top 2 Country finalist, 2019
- Winner , UNNATI – Government of Karnataka, 2019
- AISME HARDWARE INDIA FINALIST, 2019
- KARNATAKA ELEVATE FINALIST 2019, 2019
- SHE LOVES TECH - INDIA FINALIST, 2019
- WESTERWELLE YOUNG FUNDER PROGRAM, GERMANY 2019-2020
- TiE QGlue Design - Led Entrepreneurship - FINALIST, 2020
- Winner - August 2020 , PRIF IIIT-H, 2020



SHIVI KAPIL

CEO & Co-Founder
Empathy Design Labs Pvt Ltd

Shivi Kapil, an electronics engineer and a design postgraduate from the National Institute of Design, travelled across India during her BIRAC SIIP fellowship under the Government of India in 2015. During her field research in faraway tribal and rural areas as well as urban clinics and hospitals, she observed that the problem of stillbirth was prevalent. As a result, Shivi co-founded Empathy Design Labs in January 2017 and is working on developing world’s most precise and human centric solution to avoid the risk of stillbirths.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Winner - UN WOMEN SHREE SHAKTI CHALLENGE, Government of India - MOST PROMISING SOLUTION, 2020
- Winner- Meity’s FlexE Innovation Challenge- Design Flexible Electronics, 2021
- Winner- United Nations STI Forums Technology, 2021
- Google - Digital women Awards
- TSS women social entrepreneur of the year - 2021, TiE Sustainability summit
- Shri shakti winner Felicitation - by MyGOV, Aaazadi ka amrit mahotsav, Jan 2022



FERRY

Sector
Mobility

INCUBATOR NAME
ACIC BMU

 vindhya.mehrotra.21mb@bmu.edu.in

 @ferryrides

Ferry is a for women by women bike taxi service to help females travel safely within the city while saving time and money. Ferry aims to provide a safe and secure mobility solution for females while providing employment for women. As female mobility is on the rise, there is a huge market for such a service. Moreover, Ferry wants to bring a change in society so that women, too, start considering driving as a job opportunity.

SOCIAL RELEVANCE OF THE STARTUP

Ferry is working on “making society equivalent”, so that women start seeing driving as a profession too. They are trying to give a safe and secure mobility solution for women, which could generate employment for upto 10,000 women in a time span of 5 years.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Among Top 3 Start-ups of Foundation Program for aspiring entrepreneurs, BMU.
- Successfully qualified for HULT Prize 2022 Regionals Summit, Dhaka.

VINDHYA MEHROTRA

**Co-Founder
Ferry**

Ferry was co-founded by Vindhya Mehrotra in 2021 with an aim to create a safe mobility solution for women. Being an outsider in Delhi NCR, Vindhya realized that day-to day travelling for women was a major concern in terms of safety and affordability. Thus, the idea of creating a safe space for women to travel within the city led to the emergence of Ferry, a women-operated bike taxi service.






**GARUDAASTRA
AEROINVENTIVE
SOLUTIONS PVT LTD**

Sector
Space/Drone Tech

INCUBATOR NAME
**AIC Manipal University
Jaipur**

 garudaastra.com

 ceo@garudaastra.com

 GARUDAASTRA

 @GarudaastraL

 Garudaastra

Garudaastra Aeroinventive Solutions is working towards the design, development, and deployment of aerial and space vehicles in India, and is deeply committed to promoting UAV / drone operations in sectors such as aerial mapping and survey, surveillance, utilities, mining, agriculture, forestry, solar, construction and media entertainment to match the growing demand in size and quality.

SOCIAL RELEVANCE OF THE STARTUP

Garudaastra Aeroinventive Solutions aims to help society by providing services like surveying & mapping, disaster management, precision agriculture and surveillance & security by manufacturing reliable industrial grade autonomous drone systems. Their team goes above and beyond to deliver excellent industrial services integrated with robotics & automation to meet the global challenges in Aerospace & Défense, Automotive, Marine, Energy, and Manufacturing.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

— 2020: PRISM funding from DSIR



SHWETHA GELLA

**CEO & Co-Founder
Garudaastra Aeroinventive
Solutions**

Shwetha Gella has done her master's in Aerospace Engineering and B-Tech in Aeronautical Engineering. She taught at the Institute of Aeronautical Engineering for 8 years before founding Garudaastra Aeroinventive Solutions in 2019. Currently, she is the founder and CEO of Garudaastra Aeroinventive Solutions.



IMPACTTREE DATA TECHNOLOGIES PRIVATE LIMITED

Sector
Data Technology/ Social Sector

INCUBATOR NAME
AIC GUSEC Foundation



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Impacttree.ai



@impacttreeai



Impacttree.ai



@impacttreeai

Founded in 2017, Impacttree is a sustainability tech soonicorn that is building sustainable interventions to enhance social impact and improve life quality of the socially disadvantaged. Impacttree's suite of solution includes Prabhaav, a technology platform for impact assessment, and Netri, an “assist platform” that helps women entrepreneurs credit and create wealth.

Impacttree's systems of frameworks and technology tools enable its clients to get the best access to expertise with minimal implementation complexity. Its ability to capture data in vernacular language with military grade security features ensures that its clients can access world class analytics with complete data privacy. This ensures that organisations can scale up programs by 3X with 20% lower costs.

SOCIAL RELEVANCE OF THE STARTUP

Impacttree's work with organizations across Livelihoods and Education sectors has enabled them to impact over 7 lac+ people across India.

Some of Impacttree's biggest success includes handholding organizations in creating and scaling over 30,000+ entrepreneurs and creating India's first hyperlocal relief delivery network--the Hunger Collective.

Impacttree is a sustaintech company focused and committed to impacting 5 million lives by 2028, and are now expanding their work with corporates, nonprofits and social enterprises across India.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Represented India at the World Economic Forum - Davos 2022,
- Felicitated by BSE as women entrepreneur transforming business landscape
- Top 30 women entrepreneurs in Tech chosen by IWIL
- Recognized as Covid warrior by Dettol and NDTV
- Recognized by Nitiayog, Dr Philip Kotler and RISE as Covid champion
- Selected as one of 7 women entrepreneurs transforming social impact space by US State Department under the IVLP programme
- The only woman of colour invited to speak at the US Chamber of commerce
- Represented Indian social impact space at the United Nations commission on Women in New York
- Currently partnering with US State department to create an aggregate network of women entrepreneurs in rural India



RAJASHRI SAI

Founder
Impacttree Data Technologies

Rajashri Sai is a serial entrepreneur with a mission to positively impact 5 million people in India by 2025. She specializes in building and scaling technology interventions that use real time social data to scale interventions at the grass roots in rural India. She has over 11 years of experience in areas such as women entrepreneurship, women empowerment, renewables, education, vocational and entrepreneurial training, water and sanitation, and career counselling. Rajashri has been widely recognized for her work by the media and is also and IVLP -2018 fellow of the US State Department.




INSTINCT EARTH AQUA-SCAPING PVT LTD

Sector
Agriculture and Allied Sector

INCUBATOR NAME
**AIC ADT Baramati
Foundation**

 instinctearth.co.in

 instinctearth23@gmail.com

 Instinct Earth
Aqua-Scaping PVT LTD

 Instinct EARTH

 @instinct203

Instinct Earth provides unique solutions for urban farming using modern techniques such as hydroponics--a soil less farming technique--and aquaponics. Owned by a mother-daughter duo, Instinct Earth's urban farming solutions can be used to grow clean and residue-free vegetables in any given space, such as balconies, terraces, or in a controlled environment like a poly house. Instinct Earth is developing their own models of vertical hydroponics units besides making new products like blocks of soil with ingredients that can help cool down the temperature inside a home. Their other services include organic farming, A2 milk production, organic fertilizers, and innovative landscaping.

SOCIAL RELEVANCE OF THE STARTUP

The decreasing fertile land, soil erosion, climate change, irregular monsoon patterns have resulted in a decrease in agricultural production. Instinct Earth works with small land-holding farmers, and guides them on how to grow vegetables using urban farming techniques such as hydroponics and aquaponics, and via organic farming. They connect them to urban platforms for selling their produce. With an increase in demand for healthy food globally, Instinct Earth is working on systems that will not only survive climate change but will also result in a steady market rate while providing best quality farm food.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Participated in an international exhibition organized in Pune. Recognized on our efforts on the hydroponics units
- Participated in an international exhibition held by Start-up India
- Incubated at AIC-ADT Baramati and showcased our hydroponics unit with grow lights for indoor farming to the Chief Minister of Maharashtra, Uddhav Thakrey; cabinet ministers; NCP leader, Sharad Pawar; Baba Kalyani ji; and some foreign delegates
- Acquired projects in landscaping and hydroponics and organic farming and tie-ups with numerous Indian companies
- Received training from national and international institutes for hydroponics and aquaponics.



SHRUTI DAMODAR SHEDGE

**Co-Founder
Instinct Earth Aqua-Scaping**

Shruti Shedge started researching about hydroponics a few years ago. She did her masters in Analytical Chemistry, PGD in clinical trials management, diploma in Pharmacy, and worked as a professional consultant in hydroponics and aquaponics. When Shruti started reading about hydroponics, she loved the idea of soil less farming. She got officially trained from many national and international institutes. She and her team developed the hydroponics systems, and grow lights that work on solar power. They are now building up a supply chain for organic food and milk products besides manufacturing hydroponics units for growing vegetables indoors.



CHHAYA DAMODAR SHEDGE

**Co-Founder
Instinct Earth Aqua-Scaping**



INSTORIED


Sector
Information & Communication Technology

INCUBATOR NAME
Amrita Technology Business Incubator

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 Instoried

 Instoried - Add Empathy to Your Content

 @instoried

Instoried is an augmented writing platform that improves customer interest and engagement. The platform helps content writers in e-commerce, news, FMCG and other verticals to optimise emotions in their marketing content.

SOCIAL RELEVANCE OF THE STARTUP

Instoried is built on the belief that all purchase decisions are emotional, and if content exudes the right emotion, it would resonate and increase engagement with audiences. Instoried helps people convey the proper tonality in everything they write, from email to blogs, from marketing copy and advertising to long-form articles.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Raised a total of \$ 219.5 Million.
- Winner of Aegis Graham Bell award 2020 for Innovation in Consumer Tech



SHARMIN ALI

**Founder & CEO
Instoried**

Sharmin Ali, founder of Instoried, is an entrepreneur, author and speaker who has authored two books. She is a Forbes Technology Council Member, and an engineer by education. Sharmin started her career as a Business Analyst at Mu Sigma before starting Art-Right-Is Productions in Bengaluru in 2013. Four years later she founded Instoried.



INTELEHEALTH

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC NCORE Developmental
Impact Foundation**

 intelehealth.org

 neha@intelehealth.org

 IntelHealth

 IntelHealth

 @intelehealthorg

 @intelehealthorg

IntelHealth is a tech-based impact organization that assists governments and non-profits in implementing high-quality telemedicine projects. They have implemented projects in various use cases like primary health care, sexual & reproductive health, maternal & child health, elderly care, non-communicable disease management, home-based care for COVID-19 using telemedicine. IntelHealth provides their partners with two critical elements: (1) their open-source telemedicine software platform, built as a Digital Public Good and (2) know-how for successful telemedicine program implementation.

SOCIAL RELEVANCE OF THE STARTUP

Telemedicine allows for the continued delivery of essential health services that have been disrupted by the COVID-19 pandemic. The pandemic put an enormous strain on the public health infrastructure, resulting in very poor service delivery to rural areas. Telemedicine has emerged as one of the most critical solutions for delivering essential health services at a distance, and is a requirement for building a resilient health system.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- 2020: World Economic Forum’s UpLink platform shortlisted IntelHealth for its Top 15 innovators fighting the COVID-19 crisis through medicine.
- 2020: NITI Aayog recognized IntelHealth as a winner of MyGov’s COVID-19 challenge.
- 2021: UNICEF recognized IntelHealth as Digital Public Good



DR. NEHA VERMA

CEO & Co-Founder
IntelHealth

Neha Verma studied biomedical engineering and co-founded a company that brought cutting-edge dental technologies to India. She has done her masters in Applied Health Sciences Informatics from Johns Hopkins and holds a Ph.D. in the same program. Neha incubated IntelHealth at Johns Hopkins as a Global Health Innovation fellow from 2015-16, and is the CEO & Co-Founder of this startup. IntelHealth has attracted support from Indian and US organizations such as DRK Foundation, Mulago Foundation, Peery Foundation, and Fast Forward. Neha is fiercely committed to improving the lives in India’s rural communities by scaling IntelHealth’s impact. Neha is also an active contributor to Women@Forbes, where she writes about women in tech, product development, organizational strategy, social impact and non-profits.



INTELLO LABS PRIVATE LIMITED

Sector
**Information &
Communication
Technology**

INCUBATOR NAME
Anic Winner

 intellolabs.com

 himani@intellolabs.com

 Intello Labs

 Intello Labs

 Intellolabs

Intello Labs is a Gurugram-based Agritech start-up founded in 2016. It taps the power of AI, ML, and computer vision to solve one of the biggest problems our world faces- food loss. Intello Labs has introduced state-of-the-art, made in India, automated suite of quality assaying solutions to digitise the quality assessment of fresh fruits, vegetables and spices. From growers to packers, and exporters to food services, anyone can use their innovative, scalable solutions to assess food quality, achieve fair pricing and reduce food wastage. Intello Labs gives the edge needed to make a food business thrive.

SOCIAL RELEVANCE OF THE STARTUP

Built with an aim to solve the problem of food loss, Intello Labs has digitized quality assessment of fresh fruits, vegetables and spices by tapping into the power of AI, ML, and computer vision.

Today, they are pioneering the concept of spot-quality assessment and have become the benchmark for hundreds of farmers, farmer producer organizations, modern trade corporations, and general trade buyers across the country and the globe.

Their technology also ensures that food loss does not occur during post-harvest handling, transportation, or storage. They believe that with their technology and solutions, the world will save over US\$ 250 B annually in wasted horticulture produce, which can help the planet become sustainable.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Won “AI for Good” Award by NASSCOM in 2019
- Won “Most Innovative Company in Agriculture” by CII FACE 2019
- Won Regional Final for Start-Up World Cup
- Won President’s Award at World Food India 2017
- Won the Start-Up Runners Up Award at the World Food India 2017
- Won the Innovation Award at the National Agripreneur Summit in 2017.
- Won the National Startup Award 2020 as “India’s most Innovative AgTech startup”.
- Won India Emerging Twenty (IE20), by the Mayor of London.
- Won the “Most Innovative Agritech Mature Startup” awarded by FICCI in 2021.
- Awarded “Certificate of Appreciation for Post Harvest Management of Fruits, Digital Auctions and Best Trade Practices” by J&K Horticulture Board in 2022.
- Won Nasscom AI GameChangers Award 2022 for Praman as “Agritech StartUp of the Year” for Use case - “Post Harvest Quality Assaying of Cardamom to Enable Digital Trading”

HIMANI SHAH

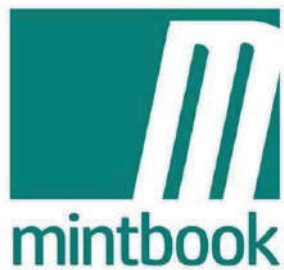
**CFO & Co-Founder
Intello Labs Private Limited**

Himani Shah, Co-Founder and CFO of Intello Labs, is an entrepreneur at heart, and is passionate about creating and translating her business vision and project objectives into reality.

Having co-founded Intello Labs 5 years ago, Himani believes that investing in agri-tech is key to unlocking a sustainable future. She is the energy behind all investor relations at Intello Labs and leads in strategy as well as support functions such as finance, legal, and compliance.

Himani tirelessly works towards developing a positive workplace culture where employees can thrive. An IIT Bombay alumna, she has worked with PeopleStrong and Deutsche Bank.





K-NOMICS TECHNO SOLUTIONS (MINTBOOK)

Sector
Information & Communication Technology

INCUBATOR NAME
Amrita Technology Business Incubator



mintbook.com



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mintbook



mintbook



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Mintbook

65

MintBook is an EdTech enterprise providing technological solutions to the logistical barriers in the path to knowledge. Mintbook's suite of eLearning solutions includes a robust digital library, a highly scalable LMS system, a virtual classroom software and an online exam software. Their digital content dissemination platform is powered by proprietary digital rights management (DRM) and eReader / Player. Mintbook has set up more than 1200 digital libraries in the country, catering to the needs of educational institutions, enterprises, governments and smart cities.

SOCIAL RELEVANCE OF THE STARTUP

Mintbook by K- Nomics is pioneering the Digital Library movement in India, and has made available over 1 million educational products in the form of eBooks, videos, eJournals, audiobooks, quizzes, and courses. Mintbook's teaching and learning platform has preloaded educational content that works as a self regulated learning platform for students with mapped and tagged content and study tools. In rural areas where connectivity is an issue, the learning is made available through Mbox, an IoT Device.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Implemented Digital Public Library in 372 library locations in Karnataka.
- Established Digital Smart Lounge with Reading Zone/Capacity building for skills, Community Engagement, Citizen digital services etc in Tumkuru Smart City.
- MJ Digital Library in Smart City Ahmedabad.



KALAIVANI CHITTARANJAN

Co-Founder
K-Nomics Techno Solutions (Mintbook)

Kalaivani Chittaranjan is a creative business enthusiast, with experience in risk assurance, finance, management and technology. Her passion towards technology drove her to a professional career in the startup ecosystem. She joined the founding team of eMudhra Consumer Services in 2008 and led business strategy and expansion in Africa, M&A projects, and online consumer business. She has been a regular speaker in various cyber security forums across the country and was also elected as the Chairperson of India PKI Forum. Kalaivani was awarded the Startup Women Entrepreneur of the year-2016 by eMERG, and recognized as Women in Technology by Indo-US Science and Technology Forum. Vani is also the President of Karnataka Startup Council, WICCI.



KUTUMBA

Sector
Fintech

INCUBATOR NAME
AIC RNTU Foundation


 kutumba.one

 divya@kutumba.one

 Kutumba.one

 Kutumba.one

 @kutumba_one

 @onekutumba

Kutumba is a secure digital platform where families can share with each other the financial information that is relevant to them. It aggregates and centralizes important financial-life information and empowers to share the same information with your family members

SOCIAL RELEVANCE OF THE STARTUP

Kutumba is a social cause – one that aims to help every Indian family achieve financial immunity because we all spend a lifetime accumulating financial assets and liabilities, but we don't take even a minute to inform our families about this vital financial life information. The nearly 2 lac crores worth of unclaimed money in the Indian financial system is proof of this fact. Every rupee of this unclaimed money represents someone's hard-earned money. While they earned it for their family, they simply forgot to inform their family about it! Kutumba's mission is to change this – your hard-earned money rightfully belongs to your family and shouldn't disappear into some unclaimed fund. Kutumba was built to solve this problem for each Indian family.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Seed funded by Startup India Seed Fund Scheme
- More than 20,000 downloads of Kutumba apps
- 1 of 8 Fintech Startups at the inaugural AIM iLeap Demo Day
- Winner of Dream Startup Challenge 2021 Edition
- DPIIT-recognized Startup
- Part of AWS Public Sector Startup Ramp
- Part of NASSCOM Tech.WE
- Part of Microsoft Founders Hub
- Featured in The Financial Express
- Selected for VivaTech Conference 2022, France



DIVYA JAGDISH

**Co-Founder
Kutumba**

Divya Jagdish is a serial womenpreneur who has more than 16 years of experience across various industries, such as hi-tech, data storage, e-commerce, and fintech. Divya has 2 US patents granted in her name. With her latest venture Kutumba, Divya is on a mission to help families achieve financial immunity. Kutumba is building on the Account Aggregator framework (from the Reserve Bank of India) and other Digi-Government initiatives through which they auto-discover a customer's financial assets and liabilities and help him/her to share this vital and life-saving information with at least one trusted family member.




LABELBLIND®

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC Banasthali Vidyapith
Foundation**

 labelblind.com

 rashida.vapiwala@labelblind.com

 LabelBlind®

LabelBlind® is India’s first food rating system. It reviews and rates packaged food products to guide consumers in making informed choices about what they eat. The site also offers customised recommendations to users based on their health profile. The brand works to democratize the principles of nutrition science and promote nutrition literacy among consumers. LabelBlind® has assessed over 8000 food products listed and covers products across 120 food categories and 700 brands.

SOCIAL RELEVANCE OF THE STARTUP

Food labelling is an effective tool to protect consumer health in terms of food safety and nutrition. With the increase in global trade and a shift away from the traditional face-to-face relationship between food producer and buyer, there is a greater need to create food labels that are dynamic, clear and trustworthy.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- “Our most satisfying moment has been to get an audience with the CEO of FSSAI recently (Sep, 2019) and engaging with the team at FDA Bhavan, New Delhi, in sharing the tenets and principles of LabelBlind®. The encouragement and appreciation for LabelBlind® has led to opening the doors in exploring collaborative efforts with this Government of India institution as part of the Eat Right movement for Indian Citizens.”
- Featured with CNBCStartup Nation as a promising healthcare service for consumers to choose the right foods from the market basis their nutrition values



RASHIDA VAPIWALA

**Co-Founder
LabelBlind®**

Rashida Vapiwala is a PhD scholar studying the current scenario in the packaged food & beverage industry and consumer behaviour.

She has 10 years experience in food product management, corporate wellness, nutrition research and analytics programs.

Rashida was awarded the Junior Research Fellowship by the University Grants Commission, India, and is an ASCI Expert Panel Member.



LETSENDORSE DEVELOPMENT PRIVATE LIMITED

Sector
SDG and Other Social Area

INCUBATOR NAME
**AIC Banasthali Vidyapith
Foundation**



letsendorse.com
udyamita.org



monika@letsendorse.com



LetsEndorse



LetsEndorse



@LetsEndorse

LetsEndorse is a digital market network of hundreds of powerful social innovations across the globe, including grass-roots implementation partners/NGOs, corporations, local administration, and socially-savvy individuals. Udyamita by LetsEndorse is a systematic, data-driven, and tech-and-touch maturation model of identifying, nurturing, and enabling people to become nano/micro-entrepreneurs. Through their proprietary technology platform (UDITI) and unique intervention model, they power the maturation journeys of micro-enterprise aspirants. Udyamita spans identifying aspirants through omnichannel outreach and nurturing them through determining their enterprise-readiness score, identifying fitting business model, linking them to skill-trainings, imparting an entrepreneurship development program, enabling micro-credit access from banks, ensuring backward/forward linkages, and offering a support network for growth mentorship.

SOCIAL RELEVANCE OF THE STARTUP

LetsEndorse is a collaborative ecosystem of social innovators from across the globe, grassroots partners (NGOs) from across India, responsible corporations, governments and conscious individuals, who come together to take the most effective and befitting social innovations and solutions to the last-mile communities, thereby solving their problems. Inspired by the success of the Polio eradication campaign, they believe that large-scale problems are solvable, and convergence is the key.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Winner - Meity NASSCOM Women Entrepreneur Awards 2020-21 in partnership with UN Women (Livelihoods)
- Winner - NASSCOM Foundation TechForGood Awards Powered by CGI 2021 (LIVELIHOOD/FOR PROFIT category)
- Winner - HDFC Smart-UP grants (Livelihoods) - 2020 - 2021
- Western Union Foundation Fellowship by Watson Institute (Jul 2021 - Jul 2022)



MONIKA SHUKLA

Co-Founder
LetsEndorse Development Private Limited

Monika Shukla is the co-founder of LetsEndorse and leads its technology and operations department. She graduated as a silver-medalist from IIT Kharagpur (Instrumentation Engineering) in 2010. While working as a technologist at Goldman Sachs, Monika spearheaded several employee engagement initiatives. She pursued her post-graduation in Liberal Arts from the Young India Fellowship Program where she worked with several social enterprises/NGOs. She also headed marketing/merchandising for the Health & Wellness portfolio at Healthkart.com for a year before kick-starting her research project on Corporate Sustainability as a German Chancellor Fellow (Humboldt Foundation). She is the winner of Women Transforming India Awards 2018 (by UN and Niti Aayog) and Meity NASSCOM Women Entrepreneur Awards 2020-21. Monika is also a Global Shaper (World Economic Forum) and a GRI-G4 Sustainability Reporter.



LOOMFOLKS PRIVATE LIMITED

Sector
SDG and Other Social Area

INCUBATOR NAME
**Atal Incubation
Centre Catalyst**

 loomfolks.com

 deepa.naresh@loomfolks.com

 Loomfolks

 @loomfolks

Loomfolks platform is an answer to consumers' need for convenient and quality handloom products – which is an integral part of our tradition and culture. The founding members of Loomfolks traveled the length and breadth in India with the support of noted NGO's to revive the craftsmanship of traditional weavers and artisans and help them earn a sustainable living.

Loomfolks takes pride in their product integrity and uses carefully hand-picked handloom products from their vast network of weavers and artisans.

Loomfolks provides continuous training and education to these weavers and artisans to help them adapt to the latest technology in weaving to cater to a wider audience and showcase their creativity.

SOCIAL RELEVANCE OF THE STARTUP

Loomfolks is empowering artisans and weavers from various villages across India to pursue a sustainable livelihood. Loomfolks mission is to further cultivate original design thinking in rural artisans and enable global audience to enrich their artisanal roots and live a handmade life.

Lookfolks believes in social inclusion philosophy and approaches in creating sustainable and balanced growth. They believe that the progress of the company cannot happen without the progress of our surrounding communities.

Loomfolks is home to 15 artisan families spread across 20 villages in Bengal, Bihar, Maharastra, Kanchipuram, Madhya Pradesh, Kuthampully, and Uppada, and has employed 100 women artisans.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Won Facebook Small Business Grant 2020
- UN Women Industry Distrupor 2021
- NSRCEL's Women Startup Program at IIMB 2022



DEEPA NARESH SADASIVAN

**CEO & Co-Founder
Loomfolks Private Limited**

Deepa Naresh, Co-Founder and CEO of Loomfolks, worked in the information technology and services industry (Retail / E-commerce) for 15+ years. Passion for working with people, processes, and technology with a focus on using Microsoft Tech Stack & Salesforce platform, led her to start Loomfolks.

Transitioning from a technology expert to an entrepreneur, Deepa has a variety of interests. What ties them all together though is her hunger to learn how and why things work, and the question she is now exploring is “What does it take to build a great company?”



LOOMKATHA

Sector

SDG and Other Social Area

INCUBATOR NAME

**AIC Banasthali Vidyapith
Foundation**



loomkatha.in



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LoomKatha

LoomKatha aims to connect rural artisans and handloom weavers to the global market, enabling greater economic value of the end-product to be transferred back to the producer.

Their focus is on discovering those crafts that are on the verge of extinction, nurturing them back through skill development programs and linking the practioners to sustainable markets across the globe.

SOCIAL RELEVANCE OF THE STARTUP

LoomKatha is presently working on the revival of the ancient art of Himroo weaving that originated in India in the 14th century. Himroo, born out of the synthesis of Persian and Indian weaving traditions, is a beautiful craft that is struggling to survive today.

Their founder, Arushi, has been working towards the revival of indigenous textile traditions for over a decade.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- In April 2017, Acumen organised a global competition for all their Fellows across the world. LoomKatha was one of the winners and received a research grant of \$10,000 from San Francisco-based philanthropist Asha Jadeja. This has made it cash positive.
- LoomKatha was part of exhibit to a design fiesta in Tokyo



ARUSHI CHOWDHERY KHANNA

**Founder
LoomKatha**

Prior to setting up LoomKatha, Arushi Khanna led the Enterprise Support Program at the All India Artisans and Craftworkers Welfare Association, which provided marketing and financial support to small rural weaving enterprises. Her organization's revival of the traditional technique of Mubarakpur handloom weaving in the small hamlet of Mubarakpur in North India was recognized as a UNESCO case study in 2016. Arushi is a self-taught natural dyer and her product developments in this area are today carried by brands like Dosa and Eileen Fisher. She has been a visiting faculty at the STF, Zurich and Ashoka University, Delhi.




Arushi is an Acumen Fellow and winner of the 2017 global Acumen Prize for Emerging Young Leadership. She has also won the Fondation Chanel Prize for outstanding woman entrepreneur at WE Deliver, Vancouver in 2019.



MAINI RENEWABLES

Sector
Renewable Energy

INCUBATOR NAME
AIC JKLU Foundation

-  mainirenewables.com
-  swatimaini01@gmail.com
-  Maini Renewables

Maini Renewables works on creating solutions to generate more hydropower and wind power at an affordable cost. Hydropower has immense potential beyond traditional dam-style construction. The team at Maini Renewables researches and develops new hydrokinetic turbines for specialized applications in real-world conditions. These turbines are like wind turbines but are located underwater and are specially designed for increased efficiency. The same concept can be deployed in air for wind power generation and is suitable for distributed energy generation.

SOCIAL RELEVANCE OF THE STARTUP

Maini Renewables aims to make renewable energy cost-competitive by delivering practical hydropower solutions. Their team is working on generating new forms of renewable energy that can be distributed to remote areas. Their vision is to reshape the energy landscape by making hydro and wind power affordable and easily accessible for everyone.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Start-Up India Seed Fund Scheme Grant
- HDFC Smart-Up Parivartan Grant
- Pune Start-up Fest- Best CleanTech Start-up
- CSXC- Plug and Play Singapore Clean Energy Start-Up
- AIC JKLU Rise Challenge



SWATI MAINI

CEO & Founder
Maini Renewables

Swati Maini, Founder and CEO of Maini Renewables, led a \$200 million dollar project as a nuclear technology commissioning engineer for over 5 years. She developed the regulations on the safe storage of dry spent nuclear fuel for the United Kingdom. She also completed a design-build-fly project with NASA where a canister with proprietary experiments was sent in a rocket as part of a special mission. Swati has previously conducted testing of hydrokinetic turbines in Singapore and United states. During this time, she developed her own technologies and is the sole inventor of these designs. She realised that there was a need for more hydropower generation in India without having to build dams. She then began understanding the Indian market and bringing about technologies to suit the canal and tidal areas in the subcontinent.



**MANORAMA
AGROBIOTECH
PVT.LTD**

Sector
Agribiotech

INCUBATOR NAME
AIC GISC Foundation

 manoramaagrobiotech.com

 sscareandservices1@gmail.com

Manorama Agribiotech’s main focus is to differentiate between A1 and A2 protein in cow milk by testing it using cost effective and time saving ‘PCR’ technology, to stop adulteration. This was started with an aim to help improve the financial condition of farmers, and conserve indigenous cows, besides helping consumers make a healthy choice. Although the demand for A2 protein-rich milk is rising in the market, the production of A2 milk has decreased while that of A1 milk has increased due to crossbreeding with foreign cows. Farmers have also started conserving foreign cows or crossbreeding with foreign cows to gain financial benefits and increase the production of milk. Thus, to overcome this issue, we at our company started testing cow’s milk using an effective and and cost reliable method.

SOCIAL RELEVANCE OF THE STARTUP

Manorama Agribiotech is working on the conservation of indigenous cow breed so as to increase the production of A2 protein-rich milk, and is helping identify adulteration in milk using reliable and cost effective PCR technology. This will help farmers in India get a good price for desi A2 cow milk, which will encourage them to rear more local indigenous cow breeds.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

— Recognized by the Department of Industrial Policy and Promotion



ANAMIKA SHARMA

**Co-Founder
Manorama Agrobiotech Pvt.Ltd**

Anamika Sharma did her masters in physical chemistry from Ranchi University, and B.Ed. from Saurashtra University, Rajkot. In 2020, when Anamika visited a gaushala at Adalaj, she realised that the price of 1 litre milk was double of that in the market. Upon further enquiry, she realised that this was because all cows were indigenous/ desi and provided A2-protien-rich milk. This was the starting point behind the idea to identify the difference between A1 and A2 protein in cow milk.







Anamika and her team approached AICGTU to work on this aspect, and were incubated at AICGTU in January 2021. In April 2021, her start-up Manorama Agrobiotech began operations.



MEDYSEVA
TECHNOLOGIES
PRIVATED LTD

Sector
Medtech

INCUBATOR NAME
AIC RNTU Foundation

-  medyseva.com
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-  Medyseva
-  Medyseva
-  @medyseva
-  @medy.seva

Medyseva is a healthcare startup focusing on telemedicine in rural India. It seeks to become the ultimate healthcare partner of all citizens such that they can get access to high quality healthcare services with ease and at affordable prices. Medyseva bridges the gap between the urban doctors and rural patients through Medyseva Kendras that have state-of-the-art technology and provide the entire spectrum of services needed to keep one healthy -- from having virtual consultations to getting surgeries, from booking diagnostic tests to digitizing medical records.

SOCIAL RELEVANCE OF THE STARTUP

Medyseva is helping extend the reach of doctors and medical services to the rural population in India. They have provided consultations to more than 3000 rural patients since July 2021. In addition, by way of health camps and other marketing media, Medyseva is increasing awareness about preventive and lifestyle diseases, hygiene habits, etc. to improve the overall health of society.

Medyseva is generating employment opportunities where they are needed the most, i.e., in the rural areas. Pharmacists and village level entrepreneurs can start a Medyseva Kendra at their existing stores without much investment and can generate additional income for themselves.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Winners at Global Entrepreneur summit 2022 conducted by Jai Hind College, Mumbai.
- Winners at Global Hackathon 2022 conducted by MERI College, Delhi
- Winners at Heart Pitch competition conducted by TiE MP 2022
- Winners at Hubli TiECON Business Pitch Competition 2022
- Finalist at TiE Bangalore Healthcare Program 2022
- Got selected in the final video round of Horses Stable show (got soft commitment from 5 investors)
- Have raised Seed Fund from Startup India Seed Fund Scheme through AIC RNTU
- Shortlisted from among several startups to present at BIRAC's Bio-Tech Expo 2022



RACHITA KASLIWAL

Co-Founder
Medyseva Technologies Privated Ltd

Rachita Kasliwal is an alumnus of Mayo College Girls School, Ajmer, and did her B.Com (Hons.) from Shri Ram College of Commerce. She then completed her PGDM from the Loyola Institute of Business Administration, Chennai. Having married soon after, she joined her husband in their family business in the healthcare industry. Coming from a business family herself, she always had a penchant for entrepreneurship, which finally led her to start Medyseva.



MITTI CAFE

Sector
SDG and Other Social Area

INCUBATOR NAME
AIC NCORE Developmental
Impact Foundation


 mitticafe.org

 alina@mitticafe.org

 MITTI Cafe

 Mitti Cafe

 @mitti_cafe

 @cafemitti

MITTI Cafe is a non-profit organization that provides employment and experiential training to adults with physical, intellectual, or psychiatric disabilities. They create visible, tangible models of inclusion through interactive cafes, skilling programs and outreach initiatives that the community feels inspired to participate in. They have 21 cafes within corporates and in public spaces through which they have served over 8 million meals & beverages, thereby creating awareness about inclusion with every meal served. Each MITTI Cafe facilitates 2 months of experiential training for adults with a disability. Experiential training includes food, logistics, housing and a stipend to the trainees, before placement.

SOCIAL RELEVANCE OF THE STARTUP

MITTI Café focuses on training and employing adults with physical, mental, and psychiatric disabilities, especially from economically deprived backgrounds, in the hospitality sector. They focus on improving livelihoods of the marginalized communities and eliminating inequalities, thereby empowering the communities and making them part of the economic growth story.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- NITI Aayog- WTI Award, 2022
- United Nations Intercultural Innovation Award, 2021
- COVID Warrior Award : Deutsche Bank - YSE, 2021
- Commonwealth Youth Icon Award, 2021
- Featured in Forbes 30 under 30
- Zero Project
- Karnataka Womens’Achiever Award
- NCPEDP Mindtree Hellen Keller Award
- Winner, Times of India - She Unlimited Award
- Motwani Jadeja Foundation - Rajeev Circle fellowship
- Winner, Bumble Grant
- Winner, Rotary Exemplar Award - Best Social Enterprise
- Microsoft Nipman Award for Innovation in the space of Disability Inclusion
- Won Dainik Jagran Social Enterprise Competition, in the field of Poverty alleviation
- Winner, Ford Foundation Social Enterprise Competition



ALINA ALAM

CEO & Founder
Mitti Cafe

Alina Alam founded her first NGO, SSRI, in Mumbai at the age of 18, while in her first year of college. She started and led a similar outreach organization (PAHAL) whilst doing her masters at Azim Premji University in Bangalore. Alina started Mitti Cafe at the age of 23 with the dream of showing the world the magic of abilities. She has motivated and engaged thousands of youth in activities pertaining to livelihood, education, health, environment protection, human rights and women’s empowerment.

A strong advocate of participatory management, she is excited to traverse the journey of MITTI with her team of extraordinary persons with disability, while they learn to lead and she follows.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- | | |
|---|---|
| — Tiecon Young Female Entrepreneur of the Year award, for MITTI Café, Winner of Best CSR Initiative @ Annual Restaurant Congress Awards | — Winner, Samvidha Social Enterprise Finals, Deshpande Foundation |
| — Amongst 10 Indian Social innovators. Australian government for the Going Global Program - Queensland | — Unlimited India |
| — Social Entrepreneur of the year by Emerge India | — NSRCEL - Social |
| — Won Bangalore Trote Trophy for Promising Social Entrepreneur | — Social Venture Partner |
| | — Singapore International Foundation |
| | — YWSE-UNESCO |



MUDDLEART PRIVATE LIMITED

Sector
SDG and Other Social Area

INCUBATOR NAME
AIC RNTU Foundation

 muddleart.com

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 MuddleArt

 MuddleArt

 @muddleart

 @_muddleart_

Despite the fact that recyclers and upcyclers are able to reutilize 100% of the pre-consumer textile waste, they are unable to do so as most of the waste is sent to landfills owing to gaps in the supply chain. MuddleArt was started to address this issue. MuddleArt sources textile waste and sorts it out into recyclable and up-cyclable categories. It then delivers it to the concerned enterprises and communities. MuddleArt supports around 200 small enterprises with this initiative and impacts thousands of lives. This textile waste management solutions company is contributing to the entire society with its unique eco-circular model.

SOCIAL RELEVANCE OF THE STARTUP

Muddleart has formulated a solution model for managing and channelling pre-consumer textile waste as a resource back into the economy, and in the process, they are creating quantifiable environmental and social impact.

Their work enables the people they employ to lead dignified lives through integration of informal waste workers and provides them with an increase in livelihood and income, especially to women belonging to marginalized communities. By shifting towards a more transparent, eco-circular model, they aim to reduce waste that enters the landfill.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Selected by H&M Foundation and Social Alpha as one of the top 5 Innovations in waste management (2021). Partnering with Shahi Exports and Cotton World.
- Incubated at Wadhwani Foundation, Shakti and AIC-BIMTECH.
- 250+ buying B2B customers
- 3700+ M tons waste processed



RUBY KHAN

**Co-Founder & Partnership Lead
MuddleArt**

Ruby Khan is the co-founder and partnership lead at MuddleArt. Ruby did her BA from Meerut University, and has extensive experience in market research, global health and human resource management. Ruby is fascinated by the highly unorganised pre-consumer textile sector, and her passion lies in reinstating the nobleness of laborers in the unorganised sector.



MYRICA HEALTHCARE


Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
**Amrita Technology
Business Incubator**

 myricahealthcare.com

 renukajoshi@myricahealthcare.com

 Myrica Healthcare

 Myrica Healthcare
Private Limited

 @Myrica2016

Myrica envisions to tackle the problem of fake drugs in rural and semi-urban areas in India. With the right use of information technology, and by creating a virtual network of pharmacists, Myrica endeavours to address the problem of access to quality medicines, as well as women hygiene and healthcare products, and make these available at an affordable price. Myrica is based out at Haldwani, in the state of Uttarakhand, India.

SOCIAL RELEVANCE OF THE STARTUP

Myrica is a healthcare start-up that specializes in pharmaceuticals, health and hygiene products as well as lifesaving vaccines. Myrica aims to accelerate the access to affordable high-quality generic medicine & healthcare products in rural and suburban India.

Myrica has also played the role of a strategic partner to government hospitals in Uttarakhand by supplying more than 5000 lifesaving anti-rabies vaccines to them.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Myrica has played a strategic partner role with Uttarakhand Government Hospitals by supplying more than 5000 lifesaving Anti-rabies vaccines.



DR. RENUKA JOSHI

**Co-Founder
Myrica Healthcare**

Dr. Renuka Joshi is a dental surgeon and a management specialist in the healthcare sector. She started her career as a private practitioner of dentistry and later became an assistant manager at Medanta, the Medicity Hospital. Dr. Renuka later moved to Manipal Health Enterprises and handled their strategy and business development projects. She founded Myrica Healthcare in 2017 and serves as its medical director and chief of operations since then.



MYSA SPACES PVT LTD

Sector
SDG and Other Social Area

INCUBATOR NAME
**Atal Incubation Centre
Catalyst**



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Mysa is a social enterprise that works with rural women artisans to create upcycled and sustainable products from pre-production fabric waste, using contemporary designs and crafts. This has enabled rural women to generate an alternate income. Mysa uses supply chain innovations and design interventions to upcycle the excess waste into a beautiful range of apparel with zero carbon emissions.

SOCIAL RELEVANCE OF THE STARTUP

Working with 100 rural women artisans, Mysa is helping them generate a consistent part-time income.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Innocity Grant of 50,000
- Finalists in Nushu Network - GAP Challenge
- Exhibitor in Azadi ka amrit mahotsav, Delhi, NITI AYOOG Celebration



PINKY JAIN

**Co-Founder
Mysa Spaces Pvt Ltd**

Co-founder of Mysa, Pinky Jain completed her MBA from IIT Bombay and did her engineering in information technology from MNIT Jaipur. She worked for more than 7 years with corporates like ABG, Endeavor, and ICICI in sales and marketing. Post that, Pinky started her own venture in Ecom fashion. She has been incubated as a fellow in WEE, IIT Delhi, and has been a Pravah Change fellow. Pinky has also worked with adolescents on SRHR and alternative education, and is now an executive member in PANS.



NARO KI

Sector
Agriculture and Allied Sector

INCUBATOR NAME
AIC AAU Incubator

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 Naro Ki

 @naro_ki

‘Naro Ki’, which means “a house of flowers” in Ao (Naga) dialect, initially started as a fresh flower boutique with the sole aim to help market the products--cut flowers of local farmers--and mostly catered to the wholesale market in the nearby region. The startup deals with fresh and dried flowers. They buy flowers from farmers of Nagaland, Meghalaya, West Bengal, and Sikkim, and have also created market linkages for the flower growers. Naro Ki have B2B customers who source planting materials, event planning baskets, and accessories from them. As flowers are easily perishable, market linkages are critical and, hence, Naro Ki is striving to strengthen these linkages for the flower growers in the region.

SOCIAL RELEVANCE OF THE STARTUP

Naro Ki is working for the upliftment of the women flower growers in Nagaland. The startup sources flowers from the local growers and connects them with markets and buyers. Naro Ki provides technical and advisory support to small flower growers and trains them on modern floricultural techniques. It also provides planting material to the groups with a buy-back mechanism.



WATILA LONGKUMER

**Founder
Naro ki**

Watila Longkumer did her MSc in agrochemicals & pest management from Delhi University, following which she worked with the Government of Nagaland’s Directorate of Horticulture as a technical assistant. Watila then joined a Siliguri-based firm, North Bengal Floritech, as a partner/project coordinator. During this time, Watila came in contact with farmers and realised that there was no proper market for the flower growers and most of their produce was getting wasted as they could sell their flowers only during events in the church or at weddings.

She initially started as a fresh flower boutique with the sole aim to market the cut flowers of local farmers, but as her clientele grew, Watila started Naro Ki.

Naro ki has grown from fresh-flowers-only outlet to a one-stop shop for all things flowers and related accessories; from sourcing flowers locally to linkages with sellers from many parts of the country, including Ooty, Pune, Bangalore, Nagpur and North Eastern states.



NATURES BIOPLASTIC
PVT LTD

Sector
Circular Economy

INCUBATOR NAME
AIC ALEAP WE HUB

 naturesbioplastic.com

 pratibhasneni@gmail.com

 [Natures Bio Plastic](#)

Plastics and their byproducts are littering our cities, oceans, and waterways, and contributing to health problems for humans and animals. Burning plastic in the open air leads to environmental pollution due to the release of poisonous chemicals. To tackle this problem, Natures Bioplastic started manufacturing biodegradable packing products such as grocery bags, shopping bags, and trash bags. These decompose naturally in the environment, be it on land, oceans, or waterways.

SOCIAL RELEVANCE OF THE STARTUP

Plastic pollution has become a global threat for our environment, health and economies. Today, we produce over 300 million tonnes of plastic waste every year. That's nearly equivalent to the weight of the human population on Earth. Out of this, only 9% waste is recycled, while 79% is getting accumulated. At Natures Bioplastic, they aim to create a greener future by supplying biodegradable alternatives to plastic. Founded by environment-conscious entrepreneurs, this startup manufactures and supplies biodegradable and compostable products such as shopping bags, carry bags, packaging covers, and biodegradable cutlery.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Obtained the following certifications:
- 1. Central Pollution Control Board (CBCP) Certificate
- 2. Central Institute of Petrochemicals Engineering & Technology (CIPET) Certificate



PRATHIBA BHARATHI

Founder
Natures Bioplastic Pvt Ltd

Pratibha Bharathi did her MBA in finance and marketing before working with corporates like Accenture and IBM. The idea of creating an eco-friendly, environment-safe product that can be a solution to the problem of plastic pollution became incipient in her. Pratibha started Natures Bioplastic to tackle this problem. Today, her startup manufactures textile packaging, grocery bags, shopping bags, as well as trash bags from biodegradable material. Pratibha pitched her product to retailers, hotels, and the horticulture industry, where she supplies the biodegradable products.



NEOINVENTRONIX PRIVATE LIMITED

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
AIC ALEAP WE HUB



neoinventronix.com



neoinventronix@gmail.com



Neo Inventronix Pvt Ltd



@inventronix



@neoinventronix

Neo Inventronix is a techno centric innovation company. Their innovative work mainly focuses on room sterilization and air purification systems. Their strength is in design, development and manufacturing of speciality medical, hospital equipment that can contain and remove all kinds of pathogens, viruses and bacteria from closed spaces. This equipment is particularly useful in isolation wards, ICUs, OTS, burn wards, courier warehouses, and animal houses. All their products are anti-carcinogenic, as opposed to the commonplace sanitizers available in the market.

SOCIAL RELEVANCE OF THE STARTUP

Neo Inventronix is a technocentric medical and health related product development and manufacturing company. Intuitive and disruptive technologies are part of the company's product development processes. The startup provides direct and indirect employment to those from the underprivileged section of society while improving the social health standards.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

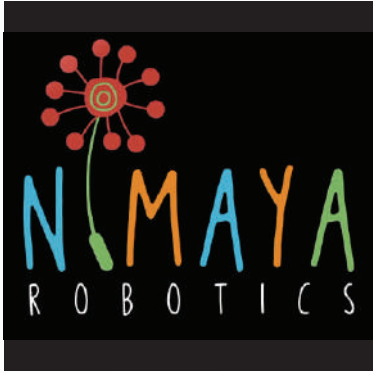
- GermiBAN sterilizer designed to fight Covid-19, which offers quick sterilization using UV rays got its approval from CCMB (Center for Cellular and Molecular Biology).
- Awarded with 2021 Frontrunner Award Healthtech organized by Go Global Awards.



G SRIVALLI SIRISHA

**CEO & Founder
Neo Inventronix Pvt Ltd**

G S Sirisha has more than 24 years' experience in the field of manufacturing and administration, with a strong technical background. Her industrial experience made her think about creating medical futuristic products, and she developed the first LED light in 2006, which was certified by AIIMS, but patenting wasn't propitious. Later on, she co-founded Neo Inventronix, a company that manufactures sterilization equipment and air purifiers. The products are entirely made in India, and are providing direct and indirect employment to the needy while improving the social health standards.



NIMAYA ROBOTICS PRIVATE LIMITED

Sector
**Information &
Communication
Technology**

INCUBATOR NAME
AIC ALEAP WE HUB

 nimayainnovations.com

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 Nimaya Innovations

 @nimayainnovations

Nimaya Robotics has created a Robotics Training System and an end-to-end training program called Suprayoga to help children with Autism Spectrum Disorder and other multiple disabilities to acquire psychomotor and cognitive skills based on active learning, resulting in 60% learning acceleration. It is an outcome of 5 years of research with clinical trials with 55 children. Nimaya engages in an active learning process and has proven 60% acceleration in skill acquisition. Nimaya launched its products with a school in Bengaluru. Based on the observations at the school, it is currently developing IoT-based version 2 of the products. The design goal of these devices is to compliment the occupational therapists and special educators, making it easier for them to impart training.

SOCIAL RELEVANCE OF THE STARTUP

Nimaya means change in Sanskrit. This company was founded with the single goal of changing the lives of special needs children. Children born with autism spectrum disorder or other disabilities are unable to enjoy a normal childhood or grow up into independent individuals. Nimaya wants to make a difference in their lives.

Through their products, they are bringing game-changing innovation to occupational therapy and special education, so special children can have fun while learning critical fine motor and cognitive skills. Nimaya has already trained more than 65 children across Tamil Nadu and Karnataka as part of the pilot and pre-sales.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- One of the first incubatees of eiLabs Incubation Center.
- Nimaya Robotics signed MoU with National Institute for Empowerment of Persons with Multiple Disabilities (NIEPMD) to work together on leveraging robotics for autism.

DR. RAMYA S MOORTHY

Founder
Nimaya Robotics Private Limited

Dr. Ramya Moorthy has a Ph.D. in Mechatronics, Robotics, and Automation with specialization in Social Robotics. Nimaya's products are Ramya's brainchild.

Her commitment to make a difference to the lives of special children combined with creativity and deep technical expertise has resulted in these innovative products. Dr. Ramya excels at product design, and gives attention to every aspect, such as ergonomics, colors, audio-sensory stimulation, and gamification of the learning process. Her work has been published in several international scientific journals on Robotics.

Dr. Ramya is an INSPIRE Fellow, IIS Fellow 2018, University Gold Medalist – MTech Robotics, and received the Women Transforming India Award during its fifth edition organized by NITI Aayog.





NUTRITION DYNAMIC FOODS LLP

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
AIC LMCP Foundation



nutridynamic.co.in



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NDF - Nutrition
Dynamic Foods



NDF-Nutrition
Dynamic Foods



@FoodsNdf



@nutridynamicfood

Nutrition Dynamic Foods LLP is into innovation and manufacturing of natural functional beverage premixes using freeze-drying technology from green vegetables, herbs and spices that prevent inflammatory non-communicable diseases like diabetes, cardiovascular diseases, cancer, and obesity, that are often caused due to stress, unhealthy dietary habits and poor lifestyle choices. Indian Ayurveda and Japanese research has proven that to prevent inflammatory response, it is important to consume diet rich in antioxidants and dietary fibers regularly; however, lack of time is the biggest issue affecting our dietary habits.

SOCIAL RELEVANCE OF THE STARTUP

Nutrition Dynamic Foods LLP is the pioneer company in India to manufacture complete value-added instant and innovative functional beverage premixes, prepared to help working professionals, senior citizens and senior executives alike. To break the stereotype of commercial products causing imbalance in body metabolism and loss of absorption functionality, NDF designed natural food products, and after a series of rigorous trials and testings, these products were deployed in the commercial market.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Nation Builder - India SME Forum, Innovative Products of the Year - Vyapaar Jagat
- IPR League - 2nd Runner Up by IPPO
- Young Entrepreneur/ Food Innovation by AFST(I)
- Gujarat Women Leader - by CMO Asia
- Business Leadership - by India Achievers Forum
- Article Published in Economic Times, Ayarvarth Times(Bengaluru), Divya Bhaskar, Your Story, Editor board member for Journal Of Nutritional Science and Healthy Diet
- Scientific Publication - “Stress Modulating Nutrition Effect on Hypothalamus Pituitary Adrenal Axis and Gut Brain Axis (International Peer Reviewed)



ARPITA DOSHI

**Co-Founder & Partnership Lead
Nutrition Dynamic Foods LLP**

Arpita Doshi is a hardcore vegetarian foodie and passionate about innovative foods. A microbiologist and biotechnologist by education, Arpita suffered from ill health in 2009. After spending 26 days on ventilator, she realised her dietary habits were a major contributing factor towards her ill health. She started consuming food based on its nutrition value but found a niche gap in the food industry: there were no natural foods available that could be made effortlessly and consumed guilt-free. Nutrition Dynamic Foods (NDF) is Arpita's brain child where she created innovative products like Dudhi Jaljeera for stomach and gut health, Amrit Jara for innate immunity building, and Veggie Oat Soup. Prior to founding NDF, Arpita worked in the UK for 6 years with various MNCs and finally decided to move back to India. She is a strong believer of “Let Food Be Thy Medicine”.



**O2 HIMALAYAS
PVT LTD**


Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC SMU Technology
Business Incubation
Foundation**

 o2himalaya.in

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 O2 Himalaya

 @himalaya_o2

 @o2.himalaya

O2 Himalaya is 99% pure Himalayan Oxygen in a can. It is a lightweight, portable, and affordable solution to the existing bulky and expensive oxygen concentrator.

O2 Himalaya is working on making oxygen affordable and portable while trying to make it accessible to everyone across the world. Presently, the oxygen concentrators available in the market are bulky and expensive, making them inaccessible for people from the wellness industry who would like to use it for improving their health or performance.

SOCIAL RELEVANCE OF THE STARTUP

O2 Himalaya is providing their oxygen cans to areas where medical aid cannot be immediately accessed.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

— Numaligarh Refinery Limited (NRL) startup grant of INR 15 lakh.



MANDIRA CHETTRI

**Co-Founder & Partnership Lead
O2 Himalayas Pvt Ltd**

Mandira Chettri, a graduate of Jesus and Mary, Delhi university, is a film maker based in Sikkim. She has been running a successful media firm, Maark Pictures, in Gangtok, Sikkim, for the last 10 years. Mandira started O2 Himalaya, a canned oxygen company, during the pandemic when she and her friends were unable to find a portable and accessible form of oxygen to be kept as a first aid during the pandemic. Her intention was to provide a “zero” moisture, IP grade oxygen in a can that was pure and safe to use while at the same time sharing a part of the Himalayas with the world. O2 Himalaya is now exporting canned oxygen to countries like Nepal, and she hopes that her oxygen can will be able to save lives of numerous people dying of high altitude sickness in Amarnath and Kedarnath as well.




OMNICURIS HEALTHCARE PRIVATE LIMITED

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC Rambhau Mhalgi
Prabodhini Foundation**

 omnicuris.com

 savitha@omnicuris.com

 Omnicuris

Omnicuris aims to improve health systems in India to the highest quality and enable advanced care that generates predictable outcomes for one or more clinical outcomes, through upskilling of public and private healthcare providers. Omnicuris is an online platform and a mobile application, leveraging cutting-edge technologies to give medical professionals the best user experience to follow self-paced learning at convenience. With active collaboration with over 150 medical associations, accreditation by the prestigious European Accreditation Council for Continuing Medical Education (EACCME), and 26+ medical councils, the Omnicuris platform is accessed by 2,84,000 doctors across India.

Omnicuris is resolving a significant gap between the quality of care in the Indian healthcare system in rural and urban areas. The CME's content includes interactive features, including animations, videos and case studies, which help to reinforce learning and understanding.

SOCIAL RELEVANCE OF THE STARTUP

Omnicuris is addressing unmet needs in the healthcare sector by providing greater connectivity and participation to rural doctors, with the latest CMEs, and encouraging community learning and evaluation, thereby ensuring better health outcomes for the public health. Omnicuris enables training for healthcare professionals by co-creating courses with important stakeholders and monitoring impact at all levels. This is especially important for those belonging to underserved communities, since access to appropriate treatment is constrained by low mobility and affordability. Omnicuris' penetration, ease of access and intuitive learnings have democratized healthcare delivery in rural and urban areas.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Activated COVID - 19 Treatment Programme for Govt Doctors from 112 Aspirational Districts
- Awarded FOGSI We for Stree Award in recognition for exemplary service towards upliftment of Women's Health in India
- Awarded National Healthcare Leadership award by Zee Business
- Janani Awards for Best Digital Healthcare awarded by Shri Ashwini Kumar Choubey, Government of India
- Digital CME- Dermatology awarded by Indian Association of Dermatologists, Venorologists and Leprologists (IADVL)



SAVITHA KUTTAN

**CEO & Founder
Omnicuris Healthcare Private Limited**

Savitha Kuttan, CEO of Omnicuris, spent over a decade working as a healthcare consultant in USA and Europe. She returned to India to take on the task of improving the quality of healthcare in the country. She holds a masters in strategy and finance, and has served as a leader in multiple global corporations.

Savitha founded Omnicuris in 2016, and worked hand in hand with cross-functional healthcare systems to address the root causes of inequities, and implemented solutions within and beyond the health sector to impact 50 million+ patients every year. She is focused on tackling the root causes of inequities and increasing investment in primary healthcare along with strengthening the knowledge pool for doctors in terms of reach and accessibility.

For continuously improving the quality of healthcare with new-age solutions, Savitha Kuttan, was bestowed with the prestigious Janani Award in the Digital Health Leadership Category.



PEEPUL

Sector
Education and Technology

INCUBATOR NAME
AIC NCORE Developmental Impact Foundation


 peepulindia.org

 kruti.bharucha@peepulindia.org

 Peepul

 Peepul

 Peepul

 @peepulindia

 @peepul_india

Peepul works with the Indian government to ensure that public school teachers have the skills and resources to effectively engage and teach students. Through direct work with schools, Peepul has developed a high-engagement classroom pedagogy that includes teacher training, academic mentoring, and aligns incentives and accountability. In partnership with the government, they now run 5 programs, impacting 100,000+ schools, 270,000+ teachers and 9 million+ students across Delhi and Madhya Pradesh, and their best practices (especially on digital learning) are shared across the country.

SOCIAL RELEVANCE OF THE STARTUP

India is at the edge of an educational crisis of epic proportions. The system is massive, with 250 million students and 9 million teachers. However, 53% of Class 5 students in India cannot read a Class 2 textbook and 75% cannot do division, as per the nation-wide ASER survey, 2018. For the 166 million children in 1.1 million public schools (typically from poorest, marginalized communities), the situation is particularly acute. At Peepul, they believe that creating an environment for meaningful student-teacher interactions is key to transforming the system.

They started working with one school with nine children and now run five programmes in partnership with the government in New Delhi and Madhya Pradesh, working with 270,000 teachers in more than 100,000 schools, and impacting more than 9.4 million students, many of them from the most vulnerable communities.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Won the Commonwealth Education Award for Rethinking Education in Innovation, 2022.
- MCD Co-ed Primary Lajpat Nagar School (PIP School run in close partnership with government) shortlisted for World’s Top 10 Schools 2022.
- Featured in the United Nations Sustainable Development Solutions Network “Youth Solutions Report 2020” World
- Innovation Congress, 50 Fabulous Innovative Leaders, 2020 World CSR Congress, 51 Global Innovators, 2020 N/Core Accelerator Programme (3 organisations of 2,000+ applications), 2019 NITI Aayog 130 Women Transforming India Award Business World,
- ‘40 Under 40 List’, 2019 Women Economic Forum, Exceptional Women of Excellence



KRUTI BHARUCHA

**Co-Founder
Peepul**

The founder and CEO of Peepul, Kruti Bharucha has 21 years of experience in various leadership and management roles in the education, management consulting and advisory sectors as well as with multilateral institutions.

Prior to Peepul, she was a Senior Director and led Corporate Executive Board’s (CEB) finance practice in India. Kruti also worked in CEB’s Washington DC office, where she managed the research, product development and client advisory in the Technology Practice. She has also previously worked at The World Bank and the International Monetary Fund, where she specialized in fiscal policy reform, education sector policy and financial sector reform.

An economist by training, Kruti completed her MSc (Development Studies) from the London School of Economics, MA (Economics) from the University of Maryland, and her BA (Economics) from Lady Shri Ram College, University of Delhi.

Kruti has been selected as a Rainer Fellow by Mulago Foundation in 2020, the only Indian selected. She was also recognised as Top 100 Women Transforming India by Niti Aayog. She received the Social Innovation Leader Award by World CSR Congress in 2020 as well as the Excellence in Leadership Award by Women Economic Forum. She was awarded Social Entrepreneur of 2019 by Business World and was also on BusinessWorld’s 40 Under 40 List for 2019. In 2018, Kruti was selected by The Economic Times in their Women Ahead List of 26 women leaders and as Disruptor of the Year by Business World.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- 2019 Business World, Woman Entrepreneur of the Year (Social Impact Category), 2019 Asian-African Leadership Forum, Promising Leader for Transforming Education Systems, 2019 Outstanding Performance in School Quality Enhancement Programme (SQEP), Delhi World HRD Congress, Woman Super Achiever Award, 2018 The Economic Times, Top 25 Women Leaders in India, 2018 Business World, TechTors for Innovative Business Models, 2018 FICCI, FICCI Appreciation for CSR Initiatives, 2018 FICCI YFLO, CSR Excellence, 2017 SDMC Award for Contribution to Education Reform, SDMC, 2017 SDMC Best School Award, Delhi, 2016-17.



PERKANT TECH PVT. LTD.

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC Prestige Inspire
Foundation**

 perkanttech.com

 saniya.jeswani@perkanttech.com

 Perkant Tech Private Limited

 @perkantttechsolutions

Perkant Tech is the inventor of the world's first Multi-Disease Prognosis System (International Patent Published), and aims to provide affordable, ubiquitously available healthcare and easy patient-doctor accessibility across the globe. Their innovation is set to revolutionize the healthcare landscape by equipping all rural-urban landscapes with preventive and primary healthcare. The innovation "Abhay Parimiti" is a portable non-invasive multi parameter monitor which records more than 5 body vitals in a clinical grade manner to generate preventive health prognosis within 30 seconds. Perkant Tech's creation has been listed in Top 50 Innovations of AIM, Niti Aayog, and the firm is currently one of the 67 manufacturing partners at Andhra Pradesh MedTech Zone, Vizag (AMTZ) - The MedTech Capital of India.

SOCIAL RELEVANCE OF THE STARTUP

Perkant Tech aims to introduce healthcare equality by providing an extremely cost-effective medical equipment to its consumers. Their product worth INR 15,000 is equipped to be portable, clinical grade and IoT connected to ensure primary and preventive healthcare accessibility even in the remotest villages of India. This equipment is a mass-screening product that enables integration of various users with just one device, as the apparatus takes just 30 seconds to screen each individual and generate a prognostic report. This apparatus brings down the cost of setting up a fever clinic/health center by over 40% because of the price point. The device fastens, digitalizes and effectively helps aanganwadis and PHCs to provide easier and quicker health screening tool for subjects, increasing their efficiency by 50%.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- One of the 67 manufacturing partners supported by Andhra Pradesh MedTech Zone, Government of India
- Listed in Top 50 Innovations of AIM, Niti Aayog, Government of India
- One of the Innovations showcased in Birac BioTech Showcase - 10th Foundation Day
- Among the Top 7 women-led startups supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and MSME India
- Top 75 Super Startups of Indore - Awarded by Government of Madhya Pradesh
- AIC-PIF funded startup under Startup India Seed Fund Scheme

SANIYA JESWANI

**Co-Founder
Perkant Tech Pvt. Ltd.**

Saniya Jeswani is a computer science & IT engineer, and has experience managing strategic relations and associations as a corporate advisor. She has been a part of over 5 startups across the world during her previous job profile and has extensively worked in breakthrough innovations in the field of EV, Retail-Tech and Road-Tech. During COVID-19, she launched Perkant Tech with her co-founder Lokant Jain and started developing a mobile application to help mitigate challenges in health testing, screening and monitoring. They further moved towards a product-based architecture and massively contributed towards testing, vaccination, and health monitoring during COVID-19 through their patented innovation "Abhay Parimiti". Saniya is now a full-time innovationist and envisions taking this product into every landscape where it is needed, and make cost-effective and quality healthcare easily accessible by leveraging technology.





**PHOENIX ROBOTIX
PRIVATE LIMITED
(DATOMS)**

Sector
**Manufacturing and
Engineering**

INCUBATOR NAME
**Atal Incubation
Centre BIMTECH**

 phoenixrobotix.com

 akanksha@phoenixrobotix.com

 DATOMS

DATOMS (formerly known as Phoenix Robotix Private Ltd.) works with cutting-edge technology, including industrial internet of things, cloud and cognitive computing, machine learning, big data and cyber-physical systems, to overcome industrial challenges of connecting devices, processes and systems, by turning them smart while unlocking their operational insights, scaling up their efficiency, reducing ownership costs, minimizing risks and thus giving its consumers a complete peace of mind.

SOCIAL RELEVANCE OF THE STARTUP

DATOMS aspires to be a leading service provider in the internet of things solutions by providing end-to-end solutions in the field of environmental sustainability, which includes monitoring air pollution, urban floods, and weather systems. Their smart city application platform helps improve city utilities and better manage resources by making the data visible and actionable, so city authorities can build a better framework to make quality decisions based on information and insights.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Winner, FIA Smart City, Jul 2020
- Top 3 Winner, Impact Karnataka Challenge, Sep 2018
- Received a grant of Rs. 10 lakhs for our solution and its implementation in smart water quality monitoring solution in the city of Bangalore by the then Chief Minister of Karnataka, Siddaramaiah.



AKANKSHA PRIYADARSHINI

**Co-Founder
DATOMS**

Akanksha Priyadarshini did her B.Tech in Electronics and Instrumentation from the University of Illinois Urbana-Champaign. The co-founder and chief customer officer at DATOMS, Akanksha drives the customer success team for retaining, upselling and cross-selling IoT solutions to the customers through data driven and quantifiable strategies. She has always been fascinated about the possibilities of using technology to solve real-world problems. The turning point for her was when a senior asked her to join him in starting a venture as a core member where she would be designing different hardware products for industrial requirements. That was when Akanksha chose the path of entrepreneurship and set her foot out to solve some real-world problems utilizing what she had learnt. Fascinated by the idea of empowering business results through technology, she embarked on an enriching journey, wearing multiple hats in terms of responsibilities, starting from product designing and manufacturing, to setting up the supply chain, managing the operations and customer service.



PROVIVA ORGANICS
PVT. LTD.

Sector
Healthcare - AI/ML

INCUBATOR NAME
AIC GISC Foundation

 thebioproject.in

 pratik.vasant@thebioproject.in

Finding genuinely clean and non-toxic products amongst a plethora of cleanwashed ones is becoming increasingly difficult. Complex terminologies, hard to infer components, and lack of clarity about the ingredients are enough to give just about anybody a headache. The Bio Project is a conscious marketplace where ethical businesses meet mindful consumers. They are an ingredient-centric platform, featuring clean label products made with fewer, simpler, safer, and sustainable components.

SOCIAL RELEVANCE OF THE STARTUP

Proviva Organics’ “The Bio Project” filters products that either hide ingredients or contain toxic ones through ingredient research and in-future consultations with in-house industry professionals like food technologists and R&D cosmetic chemists. They will be soon integrating AI/ML based product ratings and a recommendation engine that gives consumers personalized product suggestions and pop-ups on homepage and other sections tailored to their specific health needs.



ROHINI VASANT

**Co-Founder
Proviva Organics Pvt. Ltd.**

In 2019, Rohini developed skin pigmentation, dark spots, and skin dryness due to Sjogren’s syndrome. She had experimented with various skincare products--the medicated ones and the popular ones--but they rarely worked, and were usually laced with irritating chemicals. Fed up with this exhaustive process, Rohini decided to make clean skincare products herself, utilizing her knowledge and experience with various botanicals that she had experimented on while growing up with her mother in a small village in central Gujarat. She picked up some ingredients right from her garden to create salves, and they worked like magic! In the process, she began educating her son (the co-founder of Proviva Organics) on how to use Papaya, Ratanjot, Aparajit, and other plant actives for better skin and hair! The efficacy of these concoctions made them take a deeper dive into understanding the formulations of various products, and how different ingredients in them affect humans and the environment. Their draining search for clean products finally led to the creation of ‘The Bio Project’. The Bio Project belongs to every creator & user who believes in the power of true, honest & ethical products.



PURE SILICONE PRODUCTS

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
AIC LMCP Foundation

 pure-cups.com

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 Pure Menstrual Cups

Pure Cups is working on creating environmentally sustainable menstrual hygiene products that would offer maximum freedom of movement while being accessible and affordable. Annoyed with the discomfort of menstrual pads and to see used menstrual pads lying on roads and near trash cans, the founders of Pure Cups decided to find a solution that would be easy on the body and easy on the environment. Their product is eco friendly and comes with eco friendly packaging. The Pure Cup team has dedicated itself to fighting the social taboos of menstruation by reminding the world that periods are as natural to humankind as breathing.

SOCIAL RELEVANCE OF THE STARTUP

Every year, tonnes of harmful menstrual waste is generated in the form of sanitary napkins, tampons and other menstrual products. These menstrual products contain chemicals which are harmful to the environment. When these are thrown away after use, they generate toxic waste which contaminates land and water. Moreover, this waste is generated quite regularly and in very large quantity. Pure Cup is an ecologically safe menstrual cup that enables one to be more responsible towards the environment. As Pure Cup is reusable, they will not be producing any environmentally toxic waste regularly. Also, a Pure Cup will last years, so it doesn't have to be repurchased every month.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Attended Smart City Conference 2022 held in Surat.
- All leading newspapers have published our stories and benefits of using our product.



DHVANI PATWA

**Co-Founder
Peepul**

Dhvani started researching on women hygiene 4 years ago when her sister got infected due to negligence by a nurse when delivering a baby, as a sanitary pad was left inside her body for 3 days. This incident put a mark on her mind. In her research, Dhvani discovered the environmental and health issues caused by traditional hygiene products. She started searching for alternatives with a focus on two things: eco friendliness and health of women. A menstrual cup met both criteria.







Thus, her startup, Pure Silicone Products, was incorporated in March 2019. As the co founder, her focus is on building the brand, and creating awareness on menstrual health.



RECITY NETWORK PRIVATE LIMITED

Sector
Circular Economy

INCUBATOR NAME
ANIC Winner

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-  Recity
-  Recity
-  @RecityIndia
-  @recitynetworkindia

Recity, established in April 2017, is working on creating a circular economy for plastic use, by fostering cross-value chain collaborations between brands, consumers, government, waste workers, and the recycling ecosystem. Recity delivers traceable high-quality recyclates to brands, implements plastic waste management in cities and deploys blockchain-enabled digital innovations to keep plastics in the economy and out of the environment.

SOCIAL RELEVANCE OF THE STARTUP

Recity's journey to keep plastics in the economy and out of the environment has highlighted how waste workers and pickers are key drivers of the waste ecosystem. Lowest in the hierarchy of urban occupations, waste workers and pickers are not only riddled by occupational safety and health challenges, but they are also unable to find any other kind of employment. Coming from marginalized communities in urban spaces, there is a severe lack of recognition for their work in society.

Recity is ensuring professionalization of waste workers and pickers, which includes extending social recognition and authorized benefits to them, driving formalization of the informal workforce, ethically sourcing plastic waste to accelerate pay parity and incentivization.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Part of Prince Charles Sustainable Markets Initiative Working Groups of sustainable waste collection working group, 2021
- Winner of DBS Foundation's Social Enterprise Grant Programme, 2021
- Winner of SANKALP Global Awards by Intellectap, 2021
- Winner of India Plastic Challenge Hackathon, 2021
- Meha Lahiri as the Winner of NITI Aayog's Women Transforming India Award 2021
- Winner of the Strategic sector in NASSCOM Emerge 50 2021 awards, 2021
- Selected as top 4 start-ups for a plastic waste management competition by Massive Earth Foundation & The Incubation Network, 2021
- Finalist of The Fred Morgan Kirby Prize for Scaling Social Impact, 2021
- Winner of Asian Development Bank's 'Digitizing Waste Collection through Handling, Tracking, and Recycling to Disposal 'Challenge, 2020



MEHA LAHIRI

Co-Founder
Recity Network Private Limited

Equipped with over two decades of experience in brand communication, Meha Lahiri, the co-founder, COO and CFO at Recity, has been instrumental in building the Recity Network. Her vision is to innovate the circular economy of plastics in India. Starting this journey in 2017, today Recity is working with leading FMCG brands in India besides having multilateral alliances globally to tackle the plastic waste crisis with circularity. Having impacted over 12 cities across India, Recity is ensuring circular systems through cross-value chain partnerships by interventions in cities and across packaging supply chains. Meha has been at the forefront of building a culture of inclusion, equality and respect at this organization.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Finalist in NITI Aayog (Erstwhile Planning Commission of India) Atal Innovation Mission Start-up Challenge, 2020
- Finalist at Cartier Women's Initiative Awards, 2020
- Finalist at 'Empower Accelerator Labs' run by BSE Stock Exchange, 2019
- Shortlisted for Pricewaterhousecoopers Level Next innovative start-up challenge, 2019
- Winner of Maharashtra Start-Up Week by Maharashtra State Innovation Society, 2019
- Selected as a member of Maharashtra State Plastic Task Force, 2018
- Selected for 'Civic Tech Acceleration Program' run by Village Capital and Omidyar Network, 2018
- Winner of YES Foundation's 'Social Impact Award', 2018
- Winner of Vibrant Gujarat Technology Summit, 2018
- Finalist for the Happy Cities Summit organized by Dalberg and the Andhra Pradesh Government, 2018



ROBOKART

Sector
Education and Technology

INCUBATOR NAME
**AIC Banasthali Vidyapith
Foundation**

 robokart.com

 chaitali@robokart.com

 @robokart

Robokart is India's leading firm in STEM education that teaches robotics, drones, 3D printing, IoT, AR&VR, AI and more. Robokart is the creator of highly engaging online content for these technological learnings. Robokart started in 2014 with a very small team and a product range of about 250 products on their portal. After receiving a good response from learners across India, they started conducting supplementary training on robotics, augmented reality, 3D Printers, and Android app design in various schools and colleges. Their program is designed in such a way that it provides an amazing learning opportunity and is loved by students and teachers and trusted by 1000+ schools, colleges and universities.

SOCIAL RELEVANCE OF THE STARTUP

Robokart aims to provide STEM-based education to the young minds of the country through robotics, drones, 3D printing, IoT, AR&VR, AI and more.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Working with Atal Tinkering Labs, powered by Niti Aayog - dedicated workspaces where students (from Classes VI to XII) learn innovation skills with the help of state-of-the-art equipment such as 3D printers, robotics and electronics development tools, IoT (Internet of Things), etc.
- Have partnerships with more than 50 schools across India and have already provided material to more than 40 schools
- Present in big schools, IITs and NITs, tied up with them to supply equipment for the labs



CHAITALI SHAH

**CEO & Co-Founder
Robokart**

Chaitali Shah is working on filling the gaps in the traditional educational system by providing STEM Education through her company Robokart. She is an enthusiastic, visionary leader who has accelerated the process of learning and making young minds future ready.



SAPIEN BIOSCIENCES PVT LTD

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC Banasthali Vidyapith
Foundation**

 sapienbio.co.in

 jugnu@sapienbio.com

Established in 2012, Sapien Biosciences is India's pioneer biobank and personalized medicine company that leverages Saarum Innovation's global life sciences research expertise with Apollo, a pan-India network of accredited multi-specialty hospitals. Biobank TAC and EC ensure compliance with ethical and regulatory guidelines. Their mission is to develop novel clinical diagnostics and provide biospecimen and real world data services to promote R&D that improves patient treatment and outcomes. Sapien is expanding its services to other public and private hospitals now, to go beyond its current inventory of >200,000 cases.

SOCIAL RELEVANCE OF THE STARTUP

The pursuit becomes a reality if the coalition is originated through the purest of minds and souls. We believe that we can together bring the best out of the community. While change may require time, the wait and struggle is worth it.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- The first commercial bio-bank in the country
- Winner, TiE women Regional Finals 2020



JUGNU JAIN

**Co-Founder
Sapien Biosciences Pvt Ltd**

Jugnu Jain received the Nehru Fellowship and the Overseas Research Students Bursary for pursuing her Ph.D. in Molecular Genetics at Cambridge University. She specializes in target validation, drug discovery experience in immunomodulation, inflammation/neuroinflammation, cancer and diabetes in multiple target classes. She has proven leadership skills in forming and leading teams, forging new collaborations with academia, industry and not-for-profits. Jugnu also has extensive experience in managing collaborative relationships internally as part of matrix management as well as with external partners.




SATYUKT ANALYTICS

Sector
Agriculture and Allied Sector

INCUBATOR NAME
AIC JKLU Foundation

 satyukt.com

 purva@satyukt.com

 Satyukt Analytics

Satyukt is a SaaS-based agritech organization that leverages innovative technologies like remote sensing, big data analytics, artificial intelligence, and machine learning, to offer end-to-end, near real-time, historical data that can give actionable insights to stakeholders in agriculture, crop insurance, banking and finance sectors.

SOCIAL RELEVANCE OF THE STARTUP

Satyukt aims to reach the rural areas with the help of cutting-edge technologies using satellite data to alleviate the bottlenecks in agriculture. They have served 35486 ha of land in over 17 countries across 24 different crops in just three years since the startup’s inception. More than 80% of their consumers are small and marginal farmers using their application to meet the present day farm production challenges such as increasing cost of cultivation and depleting resources. Sat2Farm provides information about the entire farm and is affordable to a large number of farmers. No additional hardware needs to be installed in the farm, thus minimizing the effort and cost in maintenance of the technology. Farmers using this application have seen an increase in irrigation water use efficiency (more crop per drop), increase in the crop yield, and reduction in the cost of cultivation.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Awarded for Innovative Use of ICT in e-Governance solutions by startups by the Government of India under the National Awards for e-Governance 2020
- Received 1st prize under ICAR Start-up category at the 5th International Agronomy Congress, 2021
- Winner of the AI for Agriculture Hackathon 2021 organized by Hindustan Unilever Limited and Google.
- Selected by the AgHub foundation under the first cohort of the Agritech Innovation Pilots program developed along with PJTSAU, Telangana.
- Selected under UPJA 2020, offered by Pusa Krishi.
- Selected under the Krishi Mangal program of CISCO and Social Alpha
- Selected under Atal Innovation Mission’s Atma Nirbhar Bharat ARISE-ANIC program to provide geospatial information using ML /AI useful in crop monitoring, weather forecasting, and program evaluations to the Indian Space Research Organization (ISRO) ministry.

DR. YUKTI GILL

**Co-Founder
Satyukt Analytics**

Dr. Yukti Gill is the MD and co-founder of Satyukt Analytics. She has more than 6 years of experience in organizational behavior, applied psychology, human resources management, marketing and applied statistical methods. Dr. Yukti completed her BA in applied psychology from Delhi University, and her MA in psychology from Benaras Hindu University (BHU). She also acquired her doctoral degree from BHU in 2016. Dr. Yukti is well versed with a plethora of tools such as SPSS, SEM, MATLAB, and AMOS. Before Satyukt, she held various positions, including that of an assistant professor, human resource manager, social scientist and people science associate.





SAYDOC HEALTHCARE II LLP

Sector
Digital health

INCUBATOR NAME
AIC GISC Foundation



sayitdoc.com



office@sayitdoc.com

Say It Doc is a single networking platform for the entire healthcare industry. Their vision is to bring doctors, pharmaceutical researchers, and other paramedics to a single large platform where they can share their success, ideas, innovation, and get practical value to their ideas. Say It Doc has a dedicated team of doctors focused on building innovative healthcare communication technology with a goal to make a positive impact on the quality of care and patient outcomes.

SOCIAL RELEVANCE OF THE STARTUP

Say It Doc's mission is to be a trusted collaborative digital platform in healthcare, offering an ocean of medical knowledge that delivers enduring value, and powers the growth of medical science. They aim to be a one-stop solution for all healthcare professionals and the healthcare industry.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- 50000+ healthcare professionals across the world are on our platform
- Monthly 100000+ organic reach on social media
- Writing a book on doctors' extraordinary achievements
- Conducted national-wide healthcare competition with the help of AIC and Amazone AWS
- Doing Nature walk programme for HP across India
- 100+ webinars for various healthcare fraternity



KINJAL VAGHELA

Co-Founder
SayDoc Healthcare II LLP




Kinjal Vaghela, co-founder of Say It Doc, has an extensive background in healthcare engineering and management. Kinjal has been working in the healthcare sector for the last 6 years in various capacities to improve the quality of service of the healthcare machinery. At Say It Doc, her focus areas include client and user engagement, technology upgradation and improving their application's user experience.



SHPERO HEALTH LLP

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
AIC GISC Foundation

-  shpero.com
-  shperohealth@gmail.com
-  Shpero Health

SHPERO Health is a biopharmaceutical company focused on the discovery, development and commercialization of innovative therapies intended to improve outcomes in patient sufferings. SHPERO Health was founded in 2017 with a vision to build the most sustainable system in healthcare and agriculture and develop products from the multifarious xerophytes while focusing more on waste to value and sustainable development.

SOCIAL RELEVANCE OF THE STARTUP

The prevalence of antenatal anaemia and renal anaemia is high in India. Low level of haemoglobin and red blood cell count affects the quality of life. SHPERO Health has developed a health supplement, Hempoin®, which not only helps in recovering the haemoglobin level but also strengthens the immune system.

Moreover, Hempoin® is made from cactus, which is a xerophytic plant and is found in the arid and semi-arid regions. They procure raw material from such regions and, in the process, provide employment to the rural people for its collection and cultivation.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

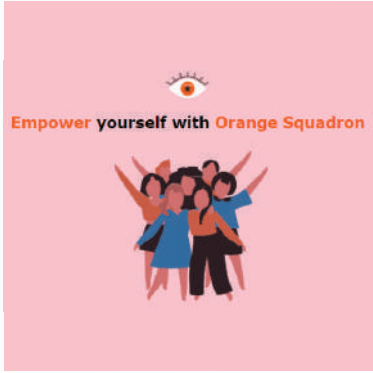
- Awarded startup awards in growth stage 2021 by Gujarat Technological University Innovation and Startup Centre.
- Awarded by Nationwide startup awards 2021 in the category of best emerging health supplement brand - 2021 presented by Business Mint.
- Received recognition from the DIPP, Govt of India as “Startup”. (Certificate No.: DIPP10166)
- Industrial commissioner Government of Gujarat awarded seed fund of INR15 lakh, for product development under Startup Gujarat policy



HETAL CHAUHAN

**Co-Founder
SHPERO Health LLP**

Hetal Chauhan is a pharmacist by profession and studied at L. M. College of Pharmacy, one of the oldest pharmacy colleges in India. When working as a laboratory assistant, Hetal’s curiosity was picked by the many benefits of a cactus species called prickly pear. This species grows in abundance in India’s arid and semi-arid regions. After conducting 12 years of critical research along with her husband, the product “Hempoin” was born, and was launched in 2018. At SHPERO Health, Hetal handles the financial and supply chain management.




SILICON SQUADRON

Sector
Electronics & IoT

INCUBATOR NAME
ACIC CBIT R&E
Foundation

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yamprakash130@gmail.com

Orange Squadron, by Silicon Squadron, is a cost-effective, IoT-based digital assistant device integrated with a smartphone through an app for women safety. The data collected from the app acts as a crime mapping tool for the police department. When the victim is in danger, she can activate the IoT device which is hidden in a wearable/accessory by triggering the tactical push button for 3 seconds; this will send an SMS mobile alert to family/friends/emergency rescue team with her live location and key medical details like blood group, diabetic condition, blood pressure, and medical insurance policy. The data from the smartphone app is integrated securely into Cloud for real time crime mapping, which helps the police department scrutinize the SOS alert messages and know the time/location of the crime, and enables them to take preventive and corrective measures.

SOCIAL RELEVANCE OF THE STARTUP

Orange Squadron app can help make cities and rural areas smart and safe for women.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Guinness World Record Event for Online Python programming in 24 hours
- Top Awardee at Build With AI Global Hackathon



YAMINI HARIKRISHNAN

Co-Founder
Silicon Squadron

Yamini Harikrishnan has mentored young innovators and budding entrepreneurs in Global Hackathons by empowering them with critical thinking skills, design thinking, collaboration and emerging technologies.

She has experience of working with senior stakeholders in demanding operations portfolio and has the ability to orchestrate significant business solutions to meet strategic business objectives in a technology intense environment.

Prior to being a product owner at EasyProblemSolving, Yamini was the Assistant Vice President at Synchrony, and has also worked with General Electric as a business functional manager.



SPORTS THAT

Sector
Sports

INCUBATOR NAME
AIC JKLU Foundation

 sportsthat.com

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 Sports That

 Sports That

 @sportsthat

 @sports.that

SportsThat is a digital, fan engagement platform designed to reshape and revolutionize the multibillion fan engagement industry. SportsThat offers fans personalized fan experience, with tailored content to their needs, unique opportunities to interact with their idols, and enhances their experience like never before.

SOCIAL RELEVANCE OF THE STARTUP

SportsThat is helping upcoming athletes with sponsorship opportunities, besides promoting sports culture among youth so that they consider sports as a career option.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Selected & recognized by Google Appscale Academy among top 100 best apps in India
- Recognised & Certified by Banasthali & US Embassy Delhi startup initiative.



SHEETAL ARORA

Co-Founder
SportsThat

Sheetal Arora has more than 10 years’ experience in different sectors, including agriculture, ecommerce, retail and healthcare. She is a passionate sports fan who started this journey of entrepreneurship out of love and passion for sports. She has also worked with other startups and built successful fan communities before starting SportsThat. At SportsThat, Sheetal’s aim is to build the largest digital sports fan community .



STREAM MINDS LLP

Sector
Education and Technology

INCUBATOR NAME
**AIC Banasthali Vidyapith
Foundation**

 streamminds.com

 ankita.parashar@streamminds.com

 STREAM Minds

The concept of STREAM Minds is a first-of-its-kind innovation to promote STREAM, i.e, science, technology, reading/writing, arts and mathematics education in India. The team at STREAM Minds comprises of a group of professionals from the field of robotics with a cumulative experience of around 20 years in India and Dubai. They have trained more than 400 students in Dubai alone and plan to bring their proven and internationally renowned methodology to India to educate children in STREAM subjects.

SOCIAL RELEVANCE OF THE STARTUP

STREAM Minds envisions creating a world where a child enjoys STEM learning and lives with a scientific attitude to maximize learning potential. Industry experts, top universities and STREAM education leaders from around the world have designed the activities and the related content taught at STREAM Minds. Promoting STREAM Minds in India will be a progressive step in shaping Indian students for the international arena.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Was in Top 50 business plans by AIC NMIMS
- Best Company to setup Tinkering Lab in India by Learders and Achievers
- Business Leader of the Year by Brands Academy
- The Stem Sister hood by Yourstory

ANKITA PARASHAR

Co-Founder
Stream Minds LLP

Her eight years of experience in industries like publishing, advertising, and educational management helped Ankita develop an insight into identifying opportunities, developing focus, and arriving at tactical business solutions. She has trained over 400 students in Robotics using Lego Mindstorm NXT & EV3, VEX IQ and 3D Printing in Dubai. Her expertise lies in operational management, creative content, business development, technical strategy, planning and promotions. An avid enthusiast of STEAM education methodology, trained in Robotics and 3D Printing, she is keenly working towards bringing quality educators and educational resources to India in order to make its children, especially the girl children, future ready.





TAD UDYOG PRIVATE LIMITED

Sector
SDG and Other Social Area

INCUBATOR NAME
AIC Banasthali Vidyapith Foundation



silpakarman.com



akshya.shree@outlook.com



Silpakarman



@silpakarman



@silpakarman

Tad Udyog Pvt. Ltd. was founded in 2016 with a vision to revolutionise the Indian bamboo industry through innovation and rural value chain. Their mission is to create small independent clusters across bamboo growing regions and create a seamless supply chain that gives them sustainable income opportunity while offering sustainable product alternatives to the urban consumers. Currently, Tad Udyod is running 2 brands, Silpakarman and BeYouTea, which has provided employment to 300+ artisans across 5 clusters in Tripura. Silpakarman is a craft brand which designs and retails home and kitchen products made from bamboo while BeYouTea is a tea brand made from bamboo leaves tea.

SOCIAL RELEVANCE OF THE STARTUP

India is the second-largest producer of bamboo. There are 9+ states where bamboo grows in abundance, and each state has communities (which are underserved and unrepresented) that are dependent on bamboo for their livelihoods. Despite having the resources as well the workforce, India has not been able to harness these, and as a result, the skilled artisans from these communities are moving to cities in search of work as day laborers. With this initiative, the community members are able to generate an income in their hometown, participate in plantation activities to maintain the natural resource of bamboo, and also upgrade their craft skills to match the international standards. Moreover, this startup has created impact on gender diversity, as 77% of their artisans are women. They are continually working on training and getting more women into the work force.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Winner WTI Awards 2021 by NITI AAYOG
- Won seed grant of INR 75,000 from NSRCEL-IIMB, July 2021
- Honouree Forbes Asia 30U30 Class of 2021, April 2021
- Won seed grant of INR 50,000 from NSRCEL-IIMB, May 2021
- Incubation with IIT-Guwahati TIC, 2021
- Won Facebook grant, Dec 2020
- Incubation with NSRCEL-IIMB, 2020-2021
- Participant of the project ‘Her and Now’ implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), 2019
- Incubated with Atal Incubation Centre, Banasthali Vidyapith, Rajasthan, India, 2018
- Participant at the Global Entrepreneurship Summit, 2017
- Winner of ‘WE CAN India Program’ - organised by Dhriiti, developed in partnership with Cherie Blair Foundation for Women and funded by the US Embassy India, 2017
- Affiliated with North-Eastern Development Finance Corporation since 2015.



AKSHYA SHREE

Co-Founder
Tad Udyog Private Limited

Her father’s documentary shoots across India gave Akshya Shree an insight into India’s artisanal craft and art. She realised that there is not just demand but rather an appreciation for traditional craft. But the question that haunted her was, “Why was the condition of these talented craftsmen not good?” She started her research, and decided to begin from the valley of sun & rain and reached Tripura, from where there was no going back. She chose bamboo, as her research taught her about the potential of bamboo, whether it was to create handicrafts or for green energy, and hence, Silpakarman was born. Silpakarman got it’s due recognition at the Global Entrepreneur Summit 2017 in Hyderabad. Akshya’s work went on to be recognised and appreciated by the Atal Incubation Centre and even NITI Aayog.



TALENTDECRYPT

Sector
Education and Technology

INCUBATOR NAME
AIC JKLU Foundation

 talentdecrypt.com

 arushi@talentdecrypt.com

 TalentDecrypt

 TalentDecrypt

 TalentDecrypt

 @TalentDecrypt

 @talentdecrypt

TalentDecrypt is a new-age coding based examination platform that enables one to conduct online examinations in an easy-to-run, scalable, and customizable fashion while ensuring complete security and credibility. Their ‘Artificially Intelligent (AI) + Human’ proctored mechanism guarantees the integrity of physical exam centers with robustness of online exams. TalentDecrypt’s aim is to build an authentic and simplistic technical hiring process to empower even non-technical recruiters to hire the best programmers and make world-class teams.

SOCIAL RELEVANCE OF THE STARTUP

In the current environment, students belonging to tier 2 and tier 3 universities / cities do not have the same career opportunities as tier 1 students. TalentDecrypt is built with a mission to provide a level-playing field to all students, irrespective of their background and pedigree.

Using TalentDecrypt today, a candidate sitting in the remotest village of India has the opportunity to showcase their skill and get hired by any MNC in the world.

They host hackathons every month where students from diverse backgrounds in the country participate from the comfort of their homes and get noticed by renowned companies.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Hosted Assessments for 250+ companies, including Samsung, KPMG, MindTree, Bosch, Infosys, and IBM, through the aegis of Indian Testing Board.
- 5.5 Crore worth of Jobs Delivered
- Helping Universities like IIIT Delhi, IIT Jammu, JKLU etc. in their Semester examinations.
- Assessments in 9+ geographies including USA, UAE, Europe, Singapore etc.
- Winner of Startup India “Chunauti”
- Showcased their product to the Ministry of Education and National Testing Agency (NTA).
- Recognized by NTA that their product and process ensures complete authenticity of user submissions and is technically the best solution available globally



ARUSHI AGARWAL

**Co-Founder
TalentDecrypt**

Arushi Agarwal, the Co-Founder & CEO of TalentDecrypt, did her engineering in computer science technology and completed her management education from IIM Bangalore.

Just after college, Arushi declined a job offer from Google to follow her heart and dive into entrepreneurship. She is passionate about providing equal access to job and career opportunities and enabling a level playing field for each student.

In a span of 3 years, Arushi, along with her team, has built a company worth INR 40 crores. Her vision and passion have proved that risks are worth taking and that determination coupled with hard work can turn all the stones around.

Arushi has shared her entrepreneurial journey on Josh Talks.




TELEMEDONWHEELS

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
AIC JKLU Foundation

 telemedonwheels.com

 abikeerthana02@gmail.com

Telemedonwheels is a fully connected healthcare ecosystem that provides everything from telemedicine consulting to digitalization. They maintain secure patient records through healthcare interoperability that delivers data to physicians, pharmacy and insurance company for better transparency and quicker reach to serve the patients. They have built a telemed EV bus with DC-operated medical equipments providing conference facility and digital health records.

SOCIAL RELEVANCE OF THE STARTUP

Medical prescription in India is made through on-the-spot observation by medical professionals without accessing the medical history or pre-existing medical conditions. Similarly, insurance companies don't have proper access to pre-existing medical condition of the patients and their history. This leads to a huge risk of government funds being spend mostly on the after match scenario. Telemedonwheels is a unique drag and drop framework that captures health records from multiple equipment through BLE mesh and API transfer network and consolidates the patient's health records into a centralized repository. This eliminates clinicians time and energy in documenting on same patient in two different systems.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- US-based Health IT company adopted the API botz platform of Telemedonwheels for their interoperability platform to deliver IT services for the healthcare client
- Awarded a 1-year contract of USD 45,000 to support health data exchange
- US based Energy efficiency research and development company that has its manufacturing operations in Chennai, India, has extended its facility, resources and funding of USD 65,000 for the POC

KEERTHANA P

Founder
Telemedonwheels

A research scholar at Anna University, India, in Polymer science, with ACRF fellowship, Keerthana won the TNSCST project grant and holds 7 paper publications in SCOPUS indexed journals. She has done her bachelors in biotechnology and has research experience in phase change materials and cold storage. Her startup, Telemedonwheels, was among top 10 female-led startups to visit Canada under AICTE-CIAP Program. Keerthana is a key resource behind API botz automation framework for API drag& drag, FHIR API integration, pre-build and on-demand API automation.





TERRA BLUE
EXPLORATION
TECHNOLOGIES

Sector
**Information &
Communication Technology**

INCUBATOR NAME
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 teblux.com

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 TerraBlue XT

TerraBlue XT is building non-invasive, wearable systems and AI platforms to predict, detect and manage chronic diseases and disorders. TerraBlue XT’s flagship device and AI-based smarthealth platform called TJay enables prediction of epileptic seizures upto 80 minutes before onset, apart from identifying stressors/triggers and effects of pharmacological therapies. TJay is a low-cost diagnostic alternative to Electroencephalography (EEG), aimed at helping patients cope with seizures better and help healthcare professionals to make faster, data-driven diagnosis.

Xaant (“Shaant”), TerraBlue XT’s revolutionary wearable is the world’s first medical technology for automatic screening of mental and behavioral health, providing diagnostic reports in minutes. Xaant allows both instant diagnostics and continuous monitoring of individuals suffering from stress, anxiety and depression.

SOCIAL RELEVANCE OF THE STARTUP

65 million people worldwide have epilepsy. Nearly 80% of these live in low-and middle-income countries, without proper access to doctors, specialists and diagnostic equipment. Video-electroencephalography (vEEG) is the current gold standard for diagnosing epilepsy. Since the equipment is expensive and results need to be interpreted by trained technicians, it is not possible for many hospitals in India to have EEG systems in their premises. The lack of EEGs lead to delays in diagnosis. In this scenario, TJay emerges as an effective, affordable and alternative mode for diagnosing epilepsy. People with epilepsy respond to treatment approximately 70% of the time, therefore faster diagnosis through TJay and better access to care will help convert this population to a highly productive one, with a better quality of life.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- 2021 - Finalist – National Startup Awards, Govt. of India
- 2020 - Silver Award, Infosys Aarohan Award for Social Entrepreneurship
- 2019 - Forbes Women Trailblazer
- 2018 - Recognition from PM Shri Narendra Modi for work in epilepsy
- 2018 - Top 5 Global Women Entrepreneurs, Axa Insurance
- 2017 - Recognized as top 3 women entrepreneurs, Global Entrepreneurship Summit
- 2017 - 1 of the 12 Women Transforming India, Niti Aayog & United Nations
- 2016 - One of the top 3 Innovations in India, Department of Science & Technology (DST - GoI) & Intel



Image by Nishant Ratnakar for Forbes India. Thaker, N. (2019)

RAJLAKSHMI BORTHAKUR

CEO & Founder
Terra Blue Exploration Technologies

Rajlakshmi Borthakur, founder and CEO of TerraBlue XT, is a globally recognized innovator who has made it her personal mission to make life-saving devices for people with chronic health problems. Rajlakshmi was inspired to start her venture by her son’s struggles with epilepsy, and since starting it in 2016, she has been able to create multiple innovative, patented and scalable products in the area of neurology and mental health. Conferred Honorary Doctorate for her contribution to science, Rajlakshmi has also received recognition from the Prime Minister of India, Narendra Modi, and has been designated as one of the 12 Women Transforming India by Niti Aayog and United Nations. Rajlakshmi leads a multidisciplinary team of engineers, data scientists, designers and researchers in building TerraBlue’s technology.



THERMAISSANCE

Sector
Deep-tech

INCUBATOR NAME
AIC GISC Foundation

 thermaissance.com

 manish.raval@thermaissance.com

 Thermaissance

Started in India in 2016, Thermaissance specializes in nanotechnology in health-care textiles. With a mission to reduce the healthcare-associated and community-acquired infections, Thermaissance pioneers in manufacturing smart fabrics with anti-viral, anti-fungal, and anti-bacterial properties. Thermaissance smart fabrics have been scientifically tested in various ISO certified NABL laboratories. Thermaissance fabric works 24/7 by disrupting the membrane of viruses and bacteria, eventually killing them by hindering their ability to thrive. Using such fabrics, Thermaissance further manufactures various medical textiles such as scrubs, gowns, patient clothing, masks, gloves, head cap, reusable PPE, and reusable coverall.

SOCIAL RELEVANCE OF THE STARTUP

Thermaissance’s anti-viral, anti-bacterial and anti-fungal textiles can prove to be useful in reducing the microbial contamination of textiles and resulting risks of such pathogen infections among healthcare workers, patients and general public. These products are reusable, non-toxic and recyclable. Thermaissance products help protect the people and our planet.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Recognized by International Finance Corporation (IFC), part of World Bank
- AGNIi Mission of Principal Scientific Officer to the Government of India
- Recognized by Department of India Science, Technology & Innovation
- Recognized by Startup India (DIPP # 18652)
- Participated in BioNest program of BIRAC
- Recognized as Top 50 Innovative Healthcare Companies in the World by International Forum on Advancements in Healthcare (IFAH)
- Recognized as Best PPE Products Provider by Global Health & Pharma (UK)



HEMALI SANGANI

Co-Founder & Strategy Officer
Thermaissance

Hemali is the co-founder of Thermaissance and leads its strategy, finance and operations. She is an MBA graduate from Tuck School of Business (Dartmouth, USA) and a rankholder Chartered Accountant in India. Before starting Thermaissance, she worked at Tata Group, Avendus Capital, PwC, and SunPower Corporation in different roles. She also launched and successfully exited a tech startup previously, aimed at internships and career opportunities for CAs and commerce students. Hemali has been awarded with various national and international scholarships.




**THINKPODS
EDUCATION SERVICES
PRIVATE LIMITED**

Sector
**Health and
Pharmaceuticals**

INCUBATOR NAME
**AIC Banasthali Vidyapith
Foundation**

 thatmate.com

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 @thatmateforyou

ThatMate by Thinkpods is a mental wellness app for adolescents (10-19 YO). The app is built around three pillars:

- I. Education: knowledge repository/ in-house developed content to impart knowledge on adolescent-specific mental issues
- II. Self-awareness and management: contextual self-help techniques to deal with issues such as stress, anger, and loneliness
- III. Availability of professional assistance when needed.

SOCIAL RELEVANCE OF THE STARTUP

Thinkpods are building an end-to-end ecosystem that leverages technology, and partners with schools, parents, doctors and organisations to help adolescents make informed choices. With their broad range of topics from puberty, relationships, and bullying to sex education and STDs, ThatMate is trying to equip teenagers to take informed decisions about their physical, mental and sexual health.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Semi Finalist: “3M-CII Young Innovator’s Challenge Award 2018”
- 2018: Finalist at Sandvik India Gender Awards
- 2019: Gruhini Gaurav Puraskar



MADHAVI JADHAV

**Co-Founder
Thinkpods Education Services Private Limited**


Madhavi Jadhav has dedicated herself to increasing ThatMate’s influence and good-work in India while striving to fulfill its mission of imparting proper sexual education, contributing to women empowerment, and helping change the culture to be more accepting of the topics considered taboo. She is a dedicated leader, maintaining a strong and diverse team to enable adherence to set timelines. Madhavi also manages a strong and cohesive team of editors, writers and artists.



**UMANG SHRIDHAR
DESIGNS PRIVATE
LIMITED**

Sector
SDG and Other Social Area

INCUBATOR NAME
**AIC AARTECH Solonics
Private Limited**

 khadigi.co.in

 umang.khadigi@gmail.com

 Umang Shridhar Designs

KhaDigi recognizes the challenges handloom craftsmen are facing and is implementing well-thought-out and strategic solutions to overcome these challenges. It is channelling its efforts to alleviate the Indian craft scenario.

KhaDigi identifies geographical clusters of traditional artisans and understands the problems and challenges they face. The organization then creates a model that understands their uniqueness and aligns with their needs, for instance, up-skilling them to use advanced machinery. After skill training artisans, they work with the designers and help them in creating beautiful fabric made inline with the market relevance. The finished product is then pitched to corporates, designers, and consumers for orders. KhaDigi micromanages the entire production process right from procurement of raw material to setting up looms, overseeing, quality control, and on-time delivery.

SOCIAL RELEVANCE OF THE STARTUP

So far KhaDigi has worked with over 1000 artisans from a wide variety of crafts such as hand spinning, handloom weaving, and hand block printing. KhaDigi's intervention has helped the artisans improve their monthly income with a significant rise of over 300%. The organization has been effective in providing artisans with a constant workflow for ten months in a year by forging business relations with corporate giants like Reliance Group, The Aditya Birla Group, and many reputed designers.

KhaDigi is working to achieve its aim of connecting with one million artisans by 2025 and enabling them with the latest technology of the time. The intention is to bring blockchain technology into play and create an ethical ledger. The organization also plans to expand globally and export Khadi products to other countries and forge partnerships with giant textile retailers like Zara and H&M, who are committed to sustainable fashion and UN SDGs 2030.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Founder Umang Shridhar recognized by Forbes as Honouree for its prestigious list of 30 under 30 Asia 2019 under the Social Entrepreneur category.
- Recognized by Technology Development Board as a top 15 startups led by women commercializing it successfully in 2018.
- Umang was nominated for the WISE 100 by NatWest London in 2017.



UMANG SHRIDHAR

**Founder
Umang Shridhar Designs Private Limited**

After securing the second position in Design Sutra, a competition organised by the Ministry of Textiles & NIFT in 2015, Umang Shridhar began researching extensively. Two years later, she founded KhaDigi along with Tanya, as she always wanted to do something for the villages. Khadi was the glory that she wanted to breathe back to life. Technology proved to be an asset and became a bridge to bring Khadi back to the age of fashion and way ahead into the future.

KhaDigi envisions to change the poor working conditions of local weavers, craftsmen and artisans, and facilitate fruitful dialogues with the buyers. They are working on bringing back sustainable fashion to the mainstream.



VIZARA TECHNOLOGIES PRIVATE LIMITED

Sector
**Information Technologies -
AR, VR, XR, AI, 3D Printing**

INCUBATOR NAME
**AIC Manipal University
Jaipur**

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 anupamam@vizaratech.com

 Vizara Technologies
Private Limited

Vizara is a technology start-up founded by entrepreneurs holding PhDs from IIT Delhi, IIT Kharagpur and MIT. It offers knowledge-based solutions with Augmented Reality (AR), Virtual Reality (VR), Mixed Reality (MR), Artificial Intelligence (AI) and 3D printing technologies in various domains such as heritage preservation, tourism and education.

Vizara was incorporated with an objective to employ technology to preserve and safeguard heritage by offering interactive, immersive and intelligent solutions for its archiving and dissemination. Their goal is to make youth aware of the indigenous knowledge systems of our heritage. Vizara has successfully implemented several technology projects with several agencies of the Indian government, including the Department of Science and Technology (DST), the Ministry of Culture (MoC), the Archeological Survey of India (ASI) and several state governments for applications and solutions related to Heritage in Digital Space. Vizara has also executed virtual convocations of several premier Indian education institutes like the IITs and IIMs.

SOCIAL RELEVANCE OF THE STARTUP

Vizara is using cutting-edge technology to digitally document and preserve our cultural heritage that is on the verge of extinction.

It is also educating the next generation about indigenous knowledge systems that our heritage beholds via interactive and immersive technologies.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Recognized by the Department for Promotion of Industry and internal Trade (DPIIT) of the Government of India
- Awarded a Tax exemption given to less than 1% of Indian start-ups for innovation as part of the Startup India, Digital India and Make in India initiatives of the government
- Successfully organised the first International Heritage Symposium and Exhibition (IHSE) to initiate an international discourse on Heritage in Digital Space where it showcased, at the National Museum, High Tech Mixed Reality Interactive Installations of 5 UNESCO World Heritage Sites of India
- Selected by the PMO to represent India at the India Pavillion, Dubai Expo 2020



DR. ANUPAMA MALLIK

**CEO, Founder and Director
Vizara Technologies Private Limited**


Dr. Anupama Mallik, MD at Vizara Technologies, did her PhD from IIT Delhi in 2012. She has worked in the IT industry for several years, and even headed her own software consultancy that developed customized MIS applications for lawyers, retail firms and tourism industry, including DTTDC. In academia, she has taught Computer Science courses at the Delhi GGSIP University and IIIT Delhi. Her PhD thesis at IIT Delhi dealt with ontology based exploration of multimedia contents. Her research interests include Semantic web based applications, multimedia ontology applications in Internet of Things, and application of XR (augmented/virtual/mixed reality) and Artificial Intelligence technologies in cultural heritage preservation. Dr Anupama has a long association with the Multimedia research group of the Electrical Engineering Department, IIT Delhi, and has worked at Senior Scientist positions in projects sponsored by DST, Government of India, TCS research labs and Samsung Research India. She is the author of multiple papers in various international conferences and journals, and is the co-author/editor of two books in the domain of multimedia ontology and digital heritage. She has served on the programme committee of various workshops and events in Digital Heritage domain, including the 1st IHSE 2020. She is a member of the ACM and the ICOMOS. She co-founded Vizara Technologies in 2016.



VOLAR ALTA

Sector
Space/Drone Tech

INCUBATOR NAME
AIC RNTU Foundation

 volaralta.com

 niharika@volaralta.com

 Volar Alta

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 @volaralta

Volar Alta is a one-stop-solution for every drone-related application. Masters of technology in LiDAR, Thermal, Multispectral or Hyperspectral, their team of experts knows exactly which drone-and-sensor duo needs to get to work to extract the best possible results for your specific application. Volar Alta is providing their services for industrial inspections, security and surveillance and marketing and films, among others.

SOCIAL RELEVANCE OF THE STARTUP

Volar Alta has helped increase patient penetration by life sciences companies. They have improved adherence and quality assurance for clinical trials in rural locations.

Volar Alta’s services have helped reduce medical stockouts and wastage while improving availability of cold-chain medical essentials.

MAJOR ACHIEVEMENTS/AWARDS/RECOGNITIONS

- Awarded INR 70 Lakhs as grant from UK FCDO - The British High Commission
- Awarded INR 8 Lakhs as grant from the GoI - Nidhi Prayaas Scheme
- Awarded INR 2.75 lakhs as grant from IIM Bangalore - Women Startup Program
- 2 Year Partnership with KEM Hospital Research Center



NIHARIKA KOLTE

Co-Founder
Volar Alta

Niharika Kolte has extensive experience in the infrastructure and renewable energy space. She started her career as an investment banker in the Mergers & Acquisition team at PwC & KPMG. She also worked with IPPs, Pension Funds, and SWFs as a key member of the deals team.

After her role as an Ibanker, Niharika decided to use her industry knowledge and add direct operational value in the O&M space by introducing newer technologies. She then founded Volar Alta to make it the preferred one-stop-shop for drone-based inspections, data processing, and analysis for the infrastructure space. Her broader vision is to boost efficiencies across sectors by leveraging AI & ML.

Niharika was recently featured in ‘Asia’s most influential women in renewable energy 2020’ list and has also made it to the Guinness Book of World Records.



YGEN HEALTHCARE PVT LTD

Sector
Healthcare

INCUBATOR NAME
AIC GISC Foundation



ygenhealthcare.com



ygenlifesciences@yahoo.com

YGen Healthcare provides company certification, accreditation, product certification, HR solutions, technical management solutions, training programs, and marketing solutions to hospitals, academic institutes and other healthcare organizations. Combining pioneering science, data, analytics, and know-how to advance new discoveries for diagnostic research laboratories, YGen works as a valued diagnostic partner for several companies.

SOCIAL RELEVANCE OF THE STARTUP

Beta-Thalassemia is a disease of considerable public health importance. Apart from causing mortality and morbidity, the disease also puts severe strain on family and medical resources. YGen Healthcare's diagnostic kit can detect Thalassemia at the pre-natal stage and has been tested over 15000 subjects with 100% efficacy.

Their kit is used by the Indian Red Cross Society, who did 700 legal abortion of Thalasseemics. Usually such genetic testing costs per patient is around INR 10,000; however, YGen has succeeded in bringing down the cost to INR 750 -1000 per patient.

DR. NAINA SRIVASTAVA

Co-Founder
Ygen Healthcare Pvt. Ltd.

Dr. Naina Shrivastava is the co-founder of Ygen Healthcare and leads technical and clinical operations. She did her masters in biotechnology from Nagpur University in Maharashtra and her Phd on cost effective clinical method - Designing. While working as an HOD for Prenatal Diagnosis and Genetic Counselling center, she spearheaded several employee engagement initiatives. Dr. Naina started as a guest lecturer in immunology at Dr. Babasaheb Ambedkar College and Shivaji Science college in 2005. She was also engaged in scientific activities where she was honoured with Young Scientist award from Lady Harding Medical College, New Delhi. Later, in 2010, her actual journey started at Ahmedabad, where she was responsible for designing new protocols for genetic diseases, genetic counselling, and employee management. Under her supervision, many screening projects in haemoglobinopathies and cervical screening were undertaken. Dr. Naina was also selected as Facilitator for Healthy Aging by Canadian Red Cross in Gujarat.





The Innovations For You: 75 Womenpreneurs of India was launched on the 2nd of October 2022 on account of the 153rd Birth Anniversary of Mahatma Gandhi.

ATAL INNOVATION MISSION, NITI AAYOG

Rohit Gupta

Program Director

Manglesh Yadav

Program Director

Vinay Garg

Innovation Lead

Garima Ujjainia

Young Professional

Prithvi Sai Penumadu

Young Professional

Ashish Pandey

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