



IIM CALCUTTA  
INNOVATION PARK

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# Fostering Innovations Transforming Lives

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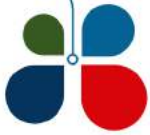
**Impact  
Report**

IIM CALCUTTA INNOVATION PARK

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3rd Edition  
2022-23

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## FOREWORD

In its 8 years of existence, IIMCIP has forged a steady growth, evolving stagewise – right from operating solely out of the IIM Calcutta campus to branching out to different states and shouldering prestigious state projects, especially in Northeast India. The year 2022-23 was particularly crucial in terms of setting the ground for the next stage of IIMCIP.

While the preceding phase predominantly comprised our engagements in state initiatives of Assam, Meghalaya and Arunachal Pradesh, the year 2022-23 was strategically dedicated to introducing large-scale programs encompassing larger geographies. The North East Entrepreneurship Development Programme with the North Eastern Council was the first step to the realisation of our vision to scale up. With a mandate to catalyse the growth of 270 startups from all 8 states of Northeast India, this is, perhaps, the biggest entrepreneurship development program in NER.

The year 2022-23 was also momentous for IIMCIP as we expanded our scope of engagement with women entrepreneurs to accommodate women-led enterprises from the rural belts. Alongside supporting women-led startups through a well-laid incubation program specifically for women entrepreneurs, we joined hands with the National Rural Livelihoods Mission to launch a one-of-its-kind incubation program for women-led rural enterprises, called the NRETP Incubator Program. As part of the pilot project of this nationwide initiative, we onboarded 450 enterprises from the states of West Bengal, Bihar and Assam to receive comprehensive incubation support.

Over the years, IIMCIP has carved a niche for its incubation programs for startups. Our incubation models cater to early revenue-stage startups to help them go to market through strategic guidance, networking opportunities and seed funding. The year was particularly remarkable as four incubated startups – Ben and Gaws, Zerund Manufacturing, My3DMeta and 5C Network – raised a total external funding of Rs. 62 Crores in separate rounds.

With the geographical diversity of our company portfolio increasing over the years, we realised the value of a tailor-made approach over a one-fit-for-all method. This has been particularly relevant in the context of startups from Northeast India. The startups from this part of the country have unique strengths and typical challenges, which drove us to adopt a more patient and empathetic approach in terms of providing incubation and funding support. Our approach yielded tangible results with three of the IIMCIP-supported state ecosystems (Assam, Meghalaya and Arunachal Pradesh) getting duly recognised by DPIIT in the States' Startup Ranking 2021.

Alongside the incubation programs, we also launched two acceleration programs for revenue-stage startups. The outcome of the acceleration programs was particularly crucial with regard to our next course of action for the succeeding phase of IIMCIP.

As we continue to identify the gaps where our interventions could be crucial, as well as better the frameworks for more result-driven outcomes of our programs, we seek the cooperation of experts and industries to aid our efforts in identifying and helping innovative startups flourish.



**Dr. Subhrangshu Sanyal**  
CEO, IIM Calcutta Innovation Park

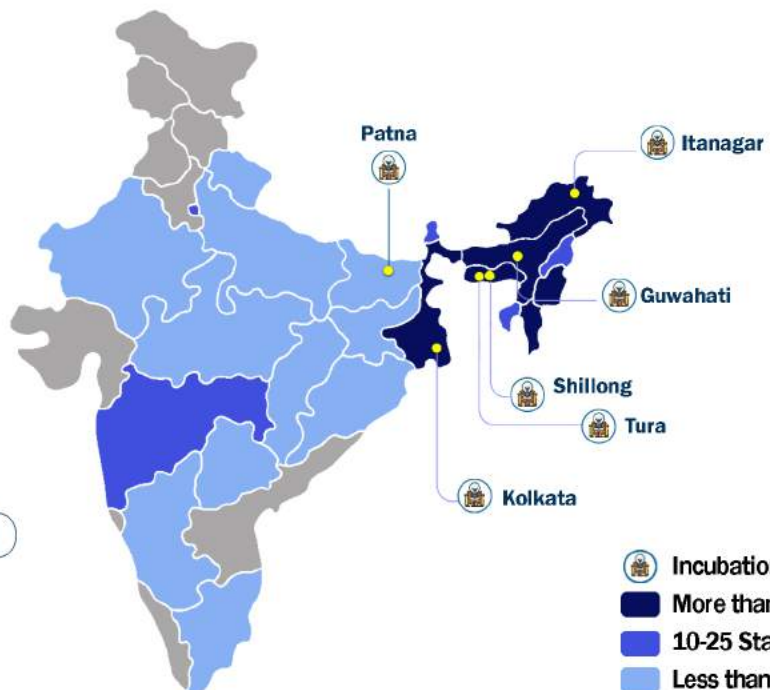
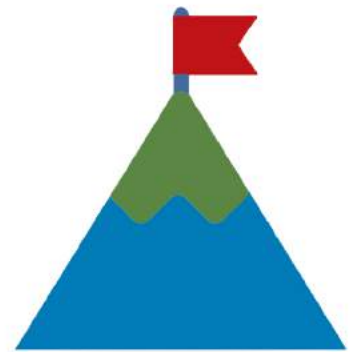


## ABOUT US

**IIM Calcutta Innovation Park** is Section 8 company incorporated in 2014, under the aegis of **IIM Calcutta** to promote entrepreneurship and innovation. It is recognized as a Technology Business Incubator (TBI) by the Department of Science and Technology (DST), Government of India.

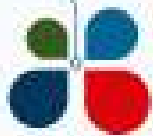
### Our Purpose

**Actively foster innovative and socially impactful entrepreneurs and enable livelihood creation**



- Team Presence - 5 States**
- 1000+ Startups Supported**
- Startup Presence - 22 States**
- 100+ Mentors**
- 50+ Partners**

- Incubation Location**
- More than 25 Startups**
- 10-25 Startups**
- Less than 10 Startups**
- None**



## KEY OFFERINGS

### Developing the Entrepreneurship Ecosystem

- Outreach
- B-Plan Contest
- Hackathons
- Pre-Incubation
- Enabling the Enablers

### Catalysing Innovation & Nurturing Startups

- Acceleration
- Incubation

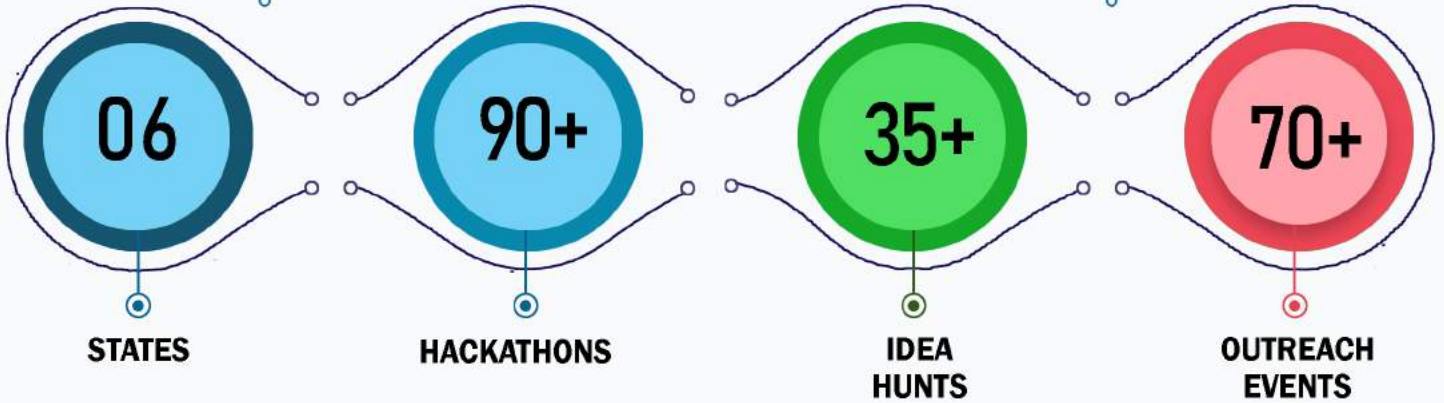
### Scaling up Rural Enterprises

- Women Owned/Led Enterprises

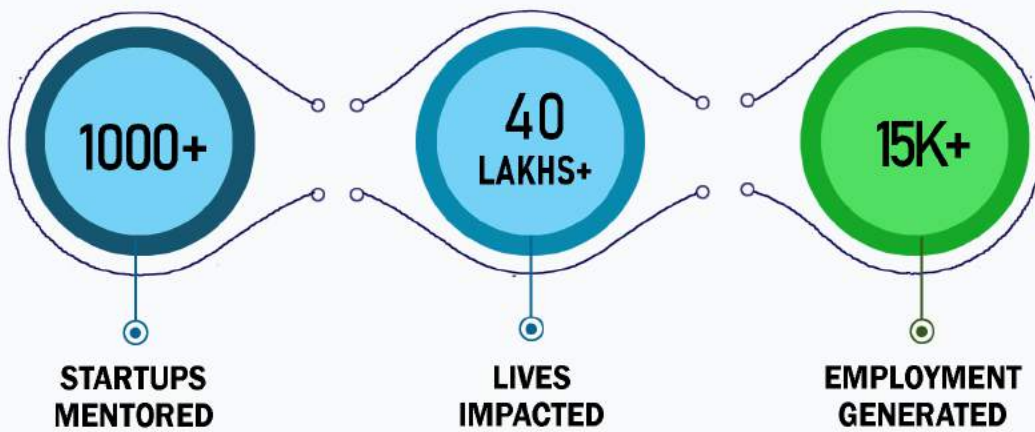
IIM Calcutta Innovation Park



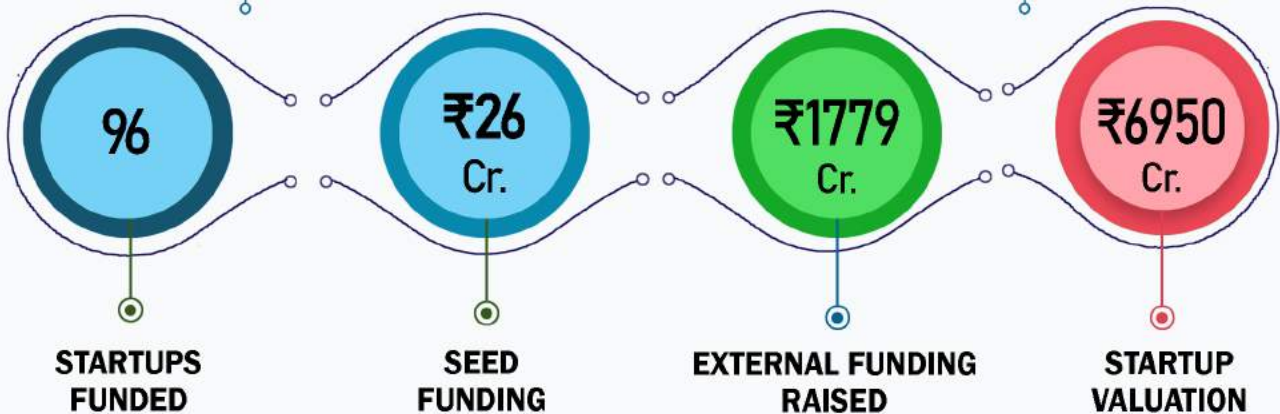
ECOSYSTEM IMPACT



SOCIAL IMPACT



FINANCIAL IMPACT  
(INVESTED STARTUPS)





# JOURNEY SO FAR

## 2014

- Incorporated



- INVENT Program
- DST Seed Fund
- Mizoram Govt. Partnership

## 2016-17



- Assam Govt. Partnership
- Healthcare Accelerator
- Balmer Lawrie Startup Fund
- DST EIR

## 2018-19

## 2019-20

- BIRAC – Sparsh
- MeitY TIDE 2.0
- Meghalaya Govt. Partnership
- PRIF WE Program



## 2020-21

- Post-Covid Venture Experience
- Partnership with DSTBT (Govt. of West Bengal)
- Arunachal Pradesh Entrepreneurship Development Programme
- Mizoram Kailawn Accelerator



**2015-16**

- DST TBI Grant
- West Bengal Govt. Partnership
- Tata Partnership



**2017-18**

- Smart Fifty
- Mizoram Kailawn
- North East Accelerator



**2021-22**

- Clarion Call
- Incubator Management Program with STPI
- Startup India Seed Fund Scheme
- Collaboration with JICA for FOCUS NE Accelerator
- Collaboration with NRLM, ASRLM, WBSRLM & BSRLM



**2022-23**

- NRETP Incubator Program launched
- Collaboration with NEC for NEEDP
- DST PRAGATI Accelerator launched
- MeitY SAMRIDH Accelerator launched
- STPI SWIFT
- Maruti Suzuki NURTURE launched

# CATALYSING INNOVATION & NURTURING STARTUPS



The startup ecosystem in India is as diverse as the nation itself. While some state ecosystems have already reached an advanced state, others are developing, while the rest are yet to develop. But one thing that remains common is the phenomenal potential of entrepreneurship across the length and breadth of the country.

In realization of the impeccable power of entrepreneurship in forging impact and contributing to the socio-economic growth of the nation at large, **IIM Calcutta Innovation Park** has committed itself to consolidating the capacity of innovative and socially impactful entrepreneurs through an array of carefully designed programs.



Keeping in mind the diversified needs of startups based on their stages and the ecosystems to which they belong, **IIMCIP** has meticulously structured programs that inclusively cater to the specific needs of every promising and potential startup entrepreneur in the country.



## Comprehensive Coverage

283 Startups supported in 2022-23

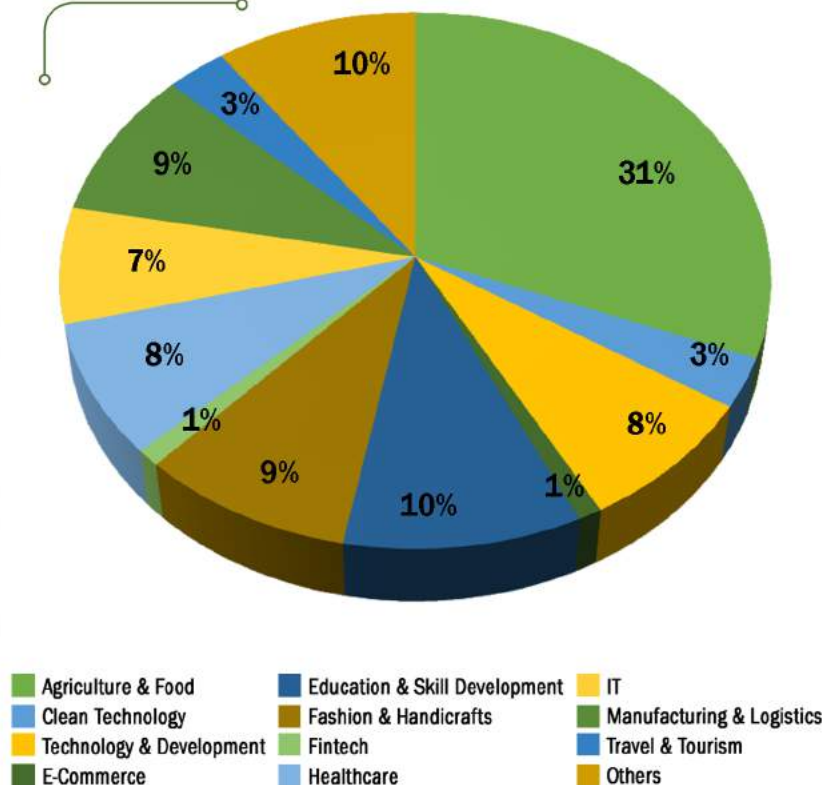
26

Startups under Acceleration Programs

257

Startups under Incubation Programs

Percentage breakdown of startups supported



## Acceleration

**IIMCIP** ventured into curating tight-knit, time-bound and intensive acceleration programs for growth-stage startups revving to scale up, with the **North-East Accelerator Program** in 2017, in collaboration with the **Department of Science and Technology (DST), Govt. Of India**. The association with DST continued in 2018 for **Health Trail - The Healthcare Accelerator**.

To date, **IIMCIP** has completed six accelerator programs, including the ambitious **FOCUS Northeast Accelerator** in collaboration with **Japan International Cooperation Agency (JICA)** in 2021-22.



In FY 2022-23, **IIM Calcutta Innovation Park** picked up the baton to enable 26 revenue-stage startups to scale up through two accelerator programs - **SAMRIDH Deep Tech Accelerator** and **PRAGATI Social Venture Accelerator** - in collaboration with the **Ministry of Electronics and Information Technology** and the **Department of Science and Technology, Govt. of India** respectively.



## Key Partners



Government of Mizoram



Ministry of Electronics and Information Technology  
Government of India



विज्ञान एवं प्रौद्योगिकी विभाग  
DEPARTMENT OF  
SCIENCE & TECHNOLOGY



MeitY  
Startup Hub  
Delivering Innovation!





## Incubation

IIMCIP's incubation programs focus on helping early-stage startups:

1

Smoothen the rough edges of the business model to become scalable and sustainable enterprises

2

Efficiently take their products/services to the market

3

Raise Funds

IIMCIP has been working collaboratively with Central Govt. agencies like **MeitY**, **DST** and the **North Eastern Council**, state governments of **Assam**, **Meghalaya** and **Arunachal Pradesh**, and corporates like **Balmer Lawrie** and **Pernod Ricard India Foundation (PRIF)**, to run incubation programs for startups.



Through structured business support interventions combined with funds mobilisation and facilitation of market linkages, IIMCIP has enabled incubated startups to navigate the initial challenges and gain good early traction while also effectively touching the SDGs in the process.

257

Startups Supported

₹13 Cr.

Total Funds Raised

₹105 Cr.

Total Revenue Generated

14.6 LAKHS

Lives Impacted

8K+

Jobs Created

## Key Partners



## Incubation Programs for State Initiatives in Northeast India

IIMCIP is a pioneer in sparking the startup movement in Northeast India. The state governments of Assam, Meghalaya and Arunachal Pradesh invited IIMCIP as a Knowledge Partner to consolidate the knowledge and capacity of local entrepreneurs.

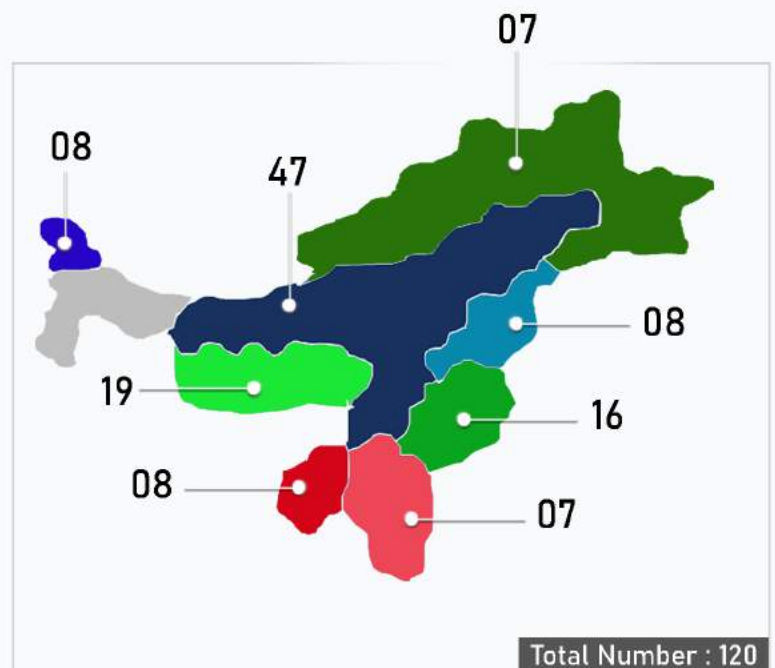
IIMCIP adopted a tailor-made approach to nurture startups from this part of the country. The customised capacity-building workshops are painstakingly combined with need-based one-on-one mentoring, domain-specific workshops, methodical progress monitoring, funds facilitation, market exposure, visibility and access to the investors' network.



## North East Entrepreneurship Development Programme

IIMCIP joined hands with the North Eastern Council to launch a first-of-its-kind North East Entrepreneurship Development Programme (NEEDP) in September 2022. Deemed as a pioneering initiative encompassing beneficiaries from all 8 states of the region, NEEDP aims to empower 270 promising entrepreneurs from North East India through well-laid incubation and pre-incubation programs.

120 promising enterprises selected under the incubation program are currently being coached and nurtured through meticulously designed boot-camps and conscientious mentoring. Going forward, IIMCIP will also facilitate funding opportunities and market linkages for the enterprises.



## Innovations

### My3DMeta



My3DMeta has built a proprietary AI/ML solution that can instantaneously convert 2D images into 3D models in real-time. These models are scalable, accurate, affordable, and interoperable, which gives them a striking edge over their market counterparts. A user can convert 2D images into 3D models in real-time and export the models to virtually any platform without incurring additional expenses.

### FreeStand Sampling Solutions



FreeStand has developed a SaaS-based platform for FMCG brands to smoothly execute their product sampling campaigns to desirable outcomes. The platform enables FMCG brands to deliver physical product samples to digitally targeted customers at scale. It facilitates brands to directly interact with targeted customers, execute product trial campaigns, measure feedback and drive a purchase decision at scale.

### Heamac Healthcare



Heamac Healthcare has developed a compact, intelligent Phototherapy Device. The patent-applied technology can treat the dynamic conditions of neonatal jaundice. Its Smart feedback system provides customized therapy to the newborn and saves treatment time by about 35%-50%. The modular design and convertible units make it conducive for breastfeeding and kangaroo mother care without interrupting the therapy.

## Technixia



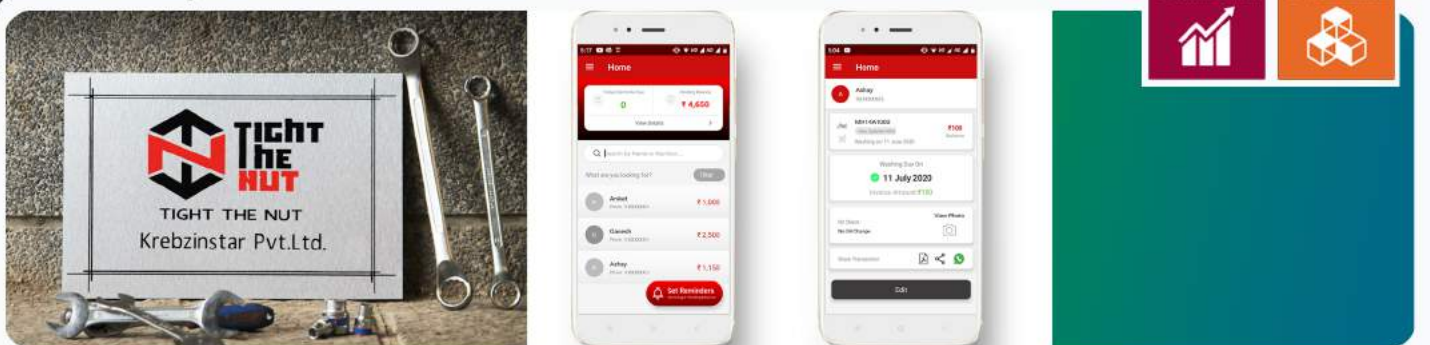
Technixia provides intelligent automation and energy management solutions for commercial and residential establishments. Its intelligent analytics and automation solutions help residential housing societies, offices, industries, hotels, shopping malls and the retail sector reduce, maintain and optimise a variety of appliances, and their power usage.

## Recordent



Recordent has built an AI-powered credit management platform for SMEs. The Augmented A/R Automation platform provides end-to-end Credit-to-Cash (C2C) management, helping businesses to optimise resources better, improve collections, mitigate credit risks and increase efficiencies. The platform adds two unique features: legal notices and Data powered business analytics, enabling bureau-style notification assistance for smaller businesses and providing data-driven insights into payment behaviour.

## Krebzinstar



Krebzinstar has devised an intelligent CRM and Accounting solution for unorganised automotive garages and retailers to make them efficient and profitable. Its application - Tight the Nut (TTN) - gives unorganised garages a digital identity, enabling online bookings, the creation of digital JC and invoices, and smooth customer-vendor-inventory management. The in-app analytics further help the garages identify lean business days and provide customised offers to their customers.

## Impact Stories

### Monosha Biotech



**2000+**  
Lives  
Impacted

**10**  
Jobs Created  
(\*direct & indirect)

**04**  
Women  
Employees

**Need:** India is the "snakebite death capital of the world", with 50,000 deaths recorded every year. Antivenin is the treatment for snakebites. For antivenin to be effective, it should be made only from the venom of snakes pertaining to the particular geographic region where the snakebite has occurred. Antivenins in India are manufactured with venom collected from the snakes of "just one district" of South India, and hence has subdued efficacy in other parts, leading to deaths/disabilities, primarily affecting the poor, impoverished, rural population.

**Solution:** Monosha Biotech houses and rears venomous and medically important snakes of India and provides lyophilized "region-specific" snake venom to pharmaceutical companies for the production of effective anti-venoms.

### Strawcture Eco Pvt. Ltd.



**1150+**  
Lives  
Impacted

**62**  
Jobs Created  
(\*direct & indirect)

**15**  
Women  
Empowered

**Need:** Construction consumes 50% of Global Natural Resources. Housing in India is not affordable with a 90% gap in LIGs and Construction Industry contributing 10% of Greenhouse gas emissions. In India, 500 Metric Ton straw is generated annually, out of which 40% of the stubble is burnt annually, causing massive air pollution along with a \$ 30 billion national economic loss. The burning of the stubble and smoke generated from it leads to a 36% increase in cases of lung cancer.

**Solution:** Strawcture Eco manufactures Bio Composite Panels built with crop stubble. The panels are 100% renewable, fire retardant and moisture-proof and the drywall materials are BMTPC Approved. To build low-cost housing in a shorter span of time, Strawcture Eco uses Light Gauge Steel Frame Technology which is 30% Less Dead Load and 100% Recyclable. Time is reduced to 50% and costs by 30%. The insulated material conducts 90% less heat while 68% less energy is required to construct a house as compared to traditional constructions.



**7200**  
Lives Impacted

**550+**  
Jobs Created  
(\*direct & indirect)

**Need:** With the evolution of consumer demands, expansion of the organized sector and technology penetration into the market, the behaviour of B2B buyers has undergone significant changes. The bulk buyers now expect greater ease of doing business, higher quality standards and greater transparency in the supply chain. These changing demands have created new challenges for small footwear manufacturers and footwear artisans, who have been steadily losing market access in the last four decades.

**Solution:** Shoegaro Fashions has built a platform – Kaarigar Mandi – that serves as a B2B marketplace connecting footwear artisans with demand centres across the country. In addition, the startup also helps small footwear manufacturers and artisans access credit providers, raw material suppliers and tools and machines sellers, as well as offers assistance in standardizing their production that’s well-aligned with the needs of organised bulk footwear buyers.

Bastar Se Bazaar Tak



**4500**  
Lives Impacted

**225**  
Jobs Created  
(\*direct & indirect)

**Need:** Chhattisgarh is India’s most densely forested state, with 85% of its rural population residing in these forests and engaging in agricultural forest activities. The livelihood of these people largely depends on Non-Timber Forest Produces (NTFPs), which have lower shelf-life post-harvest. On account of a dearth of exploration of the value-addition possibilities and insufficient market linkages, the forest dwellers have to sell the produce at lower prices.

**Solution:** Bastar Se Bazaar Tak procures underutilized, non-timber forest produce like custard apple, tamarind and Indian blackberry, etc. from tribal forest-dwelling farmers, processes those into high-quality value-added products and supplies the products to the urban consumers at a fair price through its marketing and sales channel.

## Zyenika Adaptive Wear



**400**  
Lives  
Impacted

**04**  
Jobs Created  
(\*direct & indirect)

**Need:** People with disabilities, physical impairments and the elderly struggle to find clothing options in the current market that can be worn independently, comfortably and painlessly while upholding their dignity.

**Solution:** Zyenika Adaptive Wear designs, manufactures and sells a range of fashionable adaptive clothing for people with severe/moderate disabilities, common ailments like frozen shoulders, post fracture, arthritis, urine incontinence, etc. and senior citizens. Their innovatively designed items of clothing are easy and painless to wear, thus expanding the scope of independent dressing.

## MissionDidis

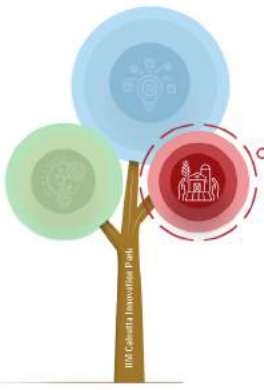


**5000**  
Lives  
Impacted

**14**  
Jobs Created  
(\*direct & indirect)

**Need:** There's a growing demand for healthy, natural and fresh foods in urban/semi-urban markets. The traditionally processed foods prepared in rural kitchens hold a mammoth potential to address this demand.

**Solution:** MissionDidis offers training and certification to women-led Self Help Groups in processing value-added agro-products. Subsequently, the startup procures the products from the SHGs and markets those through multiple online and offline channels.



## SCALING UP RURAL ENTERPRISES

### National Rural Economic Transformation Project (NRETP) Incubator Program

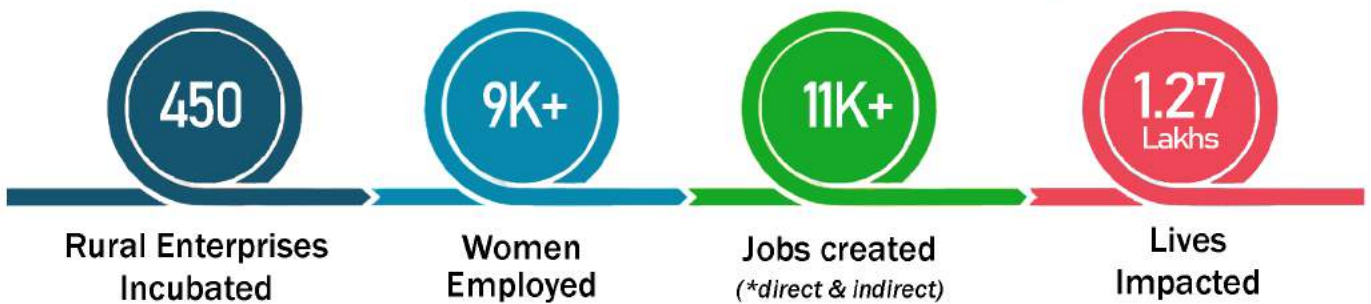
Self-Help Groups are the pillars of India's rural economy, emerging as the epicentres of rural employment opportunities. But despite various interventions

being made to support the SHGs, they haven't been able to scale up. Hence, the need for a comprehensive program with a structured support mechanism was strongly felt. This led to IIMCIP's engagement with the **National Rural Livelihoods Mission (NRLM)** to introduce the first-of-its-kind incubation program for women-led rural enterprises - the **NRETP Incubator Program**.



NRLM ordained IIMCIP to roll out the pilot projects in **West Bengal, Assam and Bihar**, in association with the respective **State Rural Livelihoods Missions**.

### Program Highlights



### Envisioned Outcome

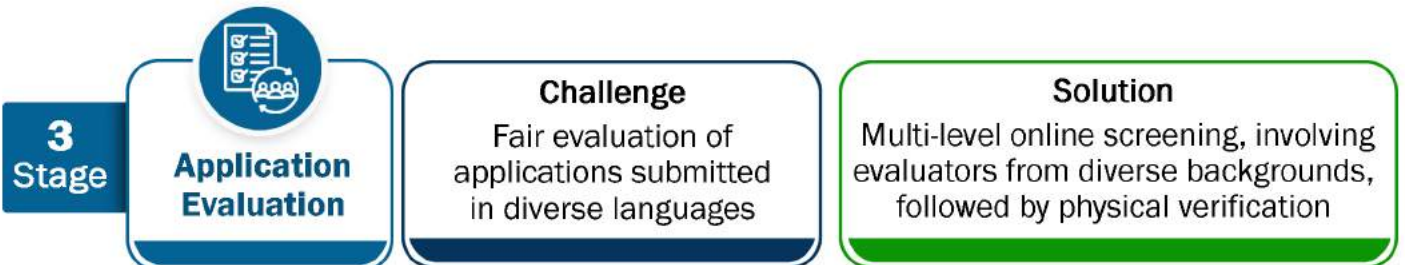
To help the SHGs and women-led rural enterprises unleash their growth potential by refining their entrepreneurial mindset and infusing innovation into building replicable and scalable rural enterprises, and creating more local employment opportunities in the process.



## Implementation Model



### Applications Received



4 Stage



### Pitch Training Camp

#### Challenge

Making entrepreneurs pitch-ready for the final presentation

#### Solution

Knowledge videos in appealing storytelling format were combined with physical Pitch Training Camps, followed by mock pitching



888

Enterprises Participated



22

Pitch Training Camps

5 Stage



### Challenge Fund Jury Round

#### Challenge

Demanded a suitable panel of jury members to evaluate and select the final list of enterprises

#### Solution

Experts from diverse fields were selected for the jury panel and handed pre-reads of the enterprises



450

Enterprises Selected



40

Jury Members

6 Stage



### COHORT Onboarding

#### Challenge

Organising and storing the business profiles that could be easily accessed

#### Solution

Digital profiles of all the enterprises were created on the SAMPARK platform which enables networking and collaboration

**7**  
Stage



**Mentoring,  
Baselining and  
Diagnostics**

**Challenge**

Dearth of formal records, deficient growth aspiration and trust issues of the entrepreneurs

**Solution**

IIMCIP mentors visited every enterprise, interacted closely with the entrepreneurs to win their trust and recorded their findings on the diagnostic templates for further analysis



**450**

Enterprises Mentored



**45**

Mentors Involved

**8**  
Stage



**Capacity  
Building**

**Challenge**

Literacy level, short attention span, language barrier and the ability to grasp business concepts

**Solution**

A hybrid bootcamp format was created, where knowledge sessions utilised striking audio-visual content in a gripping storytelling format

**06**

Bootcamps

**15**

Locations

**20**

Days

**9**  
Stage



**Partnership**

**Challenge**

Helping the enterprises become market-ready and providing market linkages

**Solution**

Initiated partnerships with startups through a campaign, NIP Hunt, that incentivized a startup's involvement with these enterprises





## Inspiring Stories of Rural Entrepreneurs



### Saleha Begum

Sultana Handicrafts  
West Bengal

Saleha Begum got her first taste of self-earning when she sold 100 pieces of handstitched blouses to the dwellers in her village. Though the profit was insignificant, she accumulated bit by bit to realize her bigger plan.

Taking a leaf from her husband's Kantha stitch garment trade, Saleha contemplated setting up her own manufacturing unit. In 2013, she materialised her plan by launching "Sultana Handicrafts".



Soon, Saleha pulled off a deal with a local kantha stitch bag company, yielding a revenue of **Rs. 1.5 Lakhs** in 2013-14. The business, however, was severely affected due to COVID-19. But, Saleha wasn't made of a delicate grit to give up easily.

In 2022, Saleha decided to take a chance by applying to the NRETP Incubator Program. Soon after her selection to the Program, Saleha received a grant approval of **Rs. 3 Lakhs** from WBSRLM. This set the stone rolling once again.

Today, "Sultana Handicrafts" clocks a monthly revenue of **Rs. 4 Lakhs**, serving livelihood opportunities to more than 200 women.



### Kanika Talukdar

Jayatu Organic Products  
Assam

Necessity can bring out the best in people. Kanika Talukdar, the founder of Jayatu Organic Products, is a perfect example of this. After losing her husband at a young age, Kanika was left to fend for her family all on her own. In the absence of a studied formal education degree in her kit, securing a decent job became difficult. That's when she decided to take things in stride and launch her own business.



Kanika calculated the feasibility of starting a business of organic fertilizers and pesticides, in terms of the demand for organic formulations and the easy availability of raw materials. Having gauged the viability of the business, she enrolled for training at the Krishi Vigyan Kendra in the Nalbari district of Assam. Soon after, Kanika started her enterprise, "Jayatu Organic Products" in 2014. A venture that she started at home with a meagre investment of **Rs. 500**, has grown into a large-scale industry today.

For her industrious journey and inspirational growth, Kanika Talukdar was conferred the national-level Padma award in 2021.

Incubated under the NRETP Incubator Program, Kanika received the first tranche of **Rs. 2.5 Lakhs** from the stipulated grant of **Rs. 10 Lakhs**. While the enterprise is going well, the incubation program is helping the enterprise standardise its product and packaging, as well as consolidate its pan-India presence.



**Anita Devi**  
Madhopur Farmers  
Producers Company  
Bihar

**Anita Devi**, a resident of Anantpur village in the Nalanda district of Bihar, was grappling with poverty, with her husband being the sole bread earner of the family. While taking care of the daily chores, Anita contemplated lending a hand to alleviate the financial crunch in her family.

Anita took her first step towards realisation when she approached the Krishi Vigyan Kendra in Nalanda to consult about her situation. On being advised to grow mushrooms, Anita instantly embarked on her uncertain adventure. She enrolled herself in courses on mushroom cultivation and seed production. The stone was set rolling thereon.

In 2010, Anita set sail for her venturesome journey of mushroom cultivation. Despite the constant belittling by the people around her, Anita persisted in her endeavours. The steady growth in her income slowly began to encourage women from her village to take up mushroom cultivation. Soon, women from neighbouring villages followed suit.



Anita has always been driven by the purpose of pulling rural women out of poverty by encouraging them to engage in mushroom cultivation. She visited several villages in Nalanda and formed SHGs. Further, her enterprise, “Madhopur Farmers Producers Company” houses a mushroom seed production facility and has been successfully supplying the seeds to small-scale cultivators, NGOs and government agencies. Today, Anita’s company is clocking monthly revenue of around **Rs. 2 lakhs**. Her phenomenal efforts have earned her **22 state and national-level awards**, along with the title, **“Mushroom Mahila” (Mushroom Lady)**.



**Dipamoni Sut**  
Moitree Enterprises  
Assam

**Dipamoni Sut** was fascinated by tea gardens since her childhood and dreamt of owning one someday. When she got married to Dandi Sut, who worked for a reputed tea estate in Assam, Dipamoni felt like getting a step closer to realising her dream but was yet to curve a path towards the same.

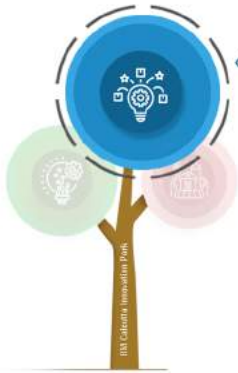
Hell broke loose when her husband was diagnosed with cancer, which forced him to take voluntary retirement. Dipamoni had to bear the dual responsibility of nursing her husband and working out a means to sustain.

With a tract of land at their disposal, Dipamoni decided to start cultivating tea on it in 2010. The initial earnings were derived from selling the tea leaves alone. While she had already gained some basic ideas of tea cultivation from her husband, Dipamoni delved deeper into the nuances of tea cultivation and processing through YouTube tutorials. Subsequently, she also started organic tea cultivation in 2013. That was the time when she decided to venture into tea processing, leading to the incorporation of “Moitree Enterprises” in 2015.

When banks refused to sanction any loan for her business, Dipamoni sold off her ornaments to buy the first set of machines for **Rs. 3 Lakhs**. Today, Dipamoni owns two factories, each for organic and non-organic teas. The enterprise’s wide range of organic teas, green teas, single-origin orthodox teas, herbal teas and flavoured teas are sold across India and even exported to Dubai and Taiwan.



What started off as a means to create a humble source of income to sustain the family has now emerged as a full-fledged enterprise, clocking an annual revenue of **Rs. 25 Lakhs** and giving employment to **14 people, including 9 women**.



## DEVELOPING THE ENTREPRENEURSHIP ECOSYSTEM

**IIMCIP** has been a torchbearer in developing the entrepreneurship ecosystem, especially in East and Northeast India. Beyond the incubation and acceleration programs, IIMCIP's commitment to cater inclusively to startups from the ecosystem is realized through various programs and workshops.

### Ecosystem Development Initiatives



**IIMCIP's** tireless efforts toward building a thriving ecosystem in Northeast India yielded results when the states of Assam, Meghalaya and Arunachal Pradesh were recognised by the Department for Promotion of Industry and Internal Trade (DPIIT) for their ecosystem development endeavours.

### States' Startup Ranking 2021 by DPIIT

#### Meghalaya



Best Performer (Category B),  
Mentorship Champion

#### Assam



Leader (Category A),  
Mentorship Champion

#### Arunachal Pradesh



(Category B) -  
Leader

### Outreach

IIMCIP's outreach measures aren't confined to creating awareness about entrepreneurship alone. They extend to inculcating a problem-solving mindset among the youth as well as educating early-stage startups on navigating the initial challenges and building the blueprint of a sustainable and scalable enterprise.

**Awareness:** The awareness programs orient the youth and innovators about the perks of entrepreneurship. IIMCIP has been doing these programs closely with the higher education institutions and the DST to push the youth towards entrepreneurship, inculcate in them an entrepreneurial mindset and provide them with early handholding support.

**Workshops:** IIMCIP's workshops are especially designed to cater to the entrepreneurs from the ecosystem who aren't enrolled under any of its incubation or acceleration programs. These workshops are curated taking into account the specific needs of the startups from a given ecosystem.

## B-Plan Contests

The **B-Plan Contests** are organised to provide trusted platforms for startups to exhibit their impactful innovations, garner national-level exposure and get rewarded with funding and recognition. These contests further serve as channels to source promising startups for incubation and acceleration programs.

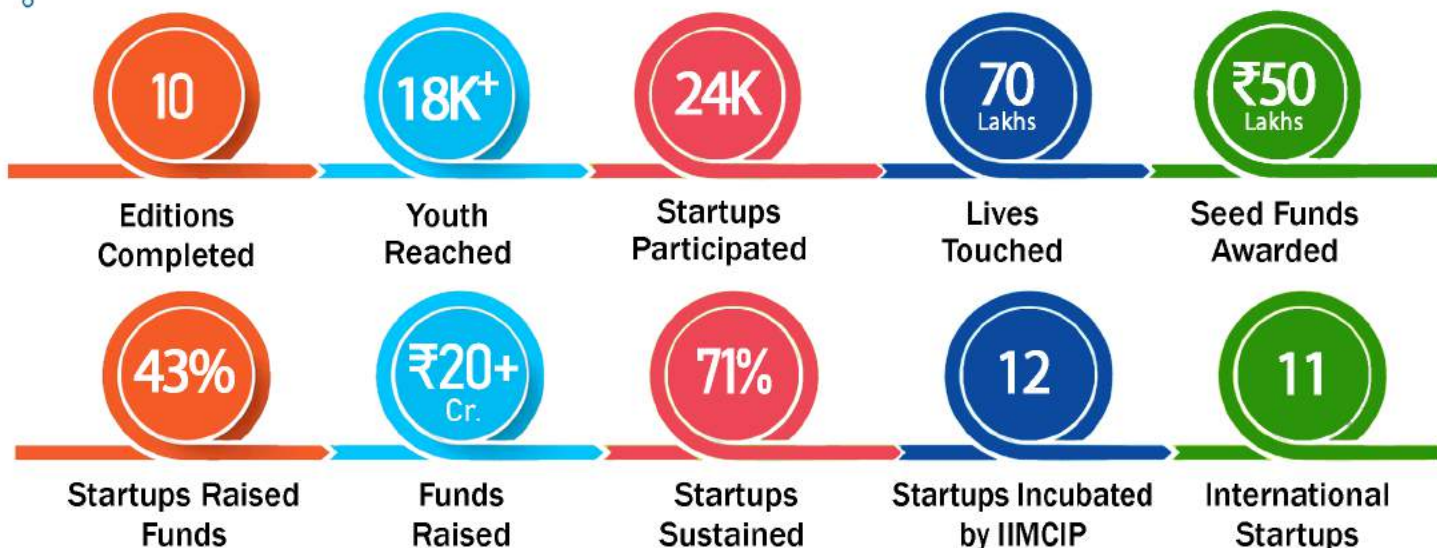


### ★ Featured Program

## TATA Social Enterprise Challenge

The TATA Social Enterprise Challenge, a joint initiative by the TATA Group and the Indian Institute of Management Calcutta (IIM Calcutta), is a national-level challenge to find India's most promising social enterprises. Deemed as the country's biggest social enterprise challenge, TSEC brings together social entrepreneurs, venture capitalists and members from academia, industry and business to identify and promote sustainable ideas that impact the social sector.

The ten editions of the program have identified, recognised and supported India's most promising social startups.



## Hackathons

The **Hackathons** and **Idea Hunts** are organised for fueling the youth to innovate solutions to pressing problems and subsequently consider commercializing their ideas and innovations. IIMCIP partnered with MeitY to organise numerous Hackathons and Idea Hunt editions in Assam, Meghalaya, Bihar and Arunachal Pradesh. It has also worked closely with myriad academic institutions like Calcutta University, Jadavpur University, NIT Durgapur, etc. to offer support in organising B-Plan Contests and Innovation Challenges in these institutions. IIMCIP's latest association has been with Maruti Suzuki India to organise Idea Hunts in three Indian states.



### ★ Featured Program

## Maruti Suzuki NURTURE Idea Hunt

IIMCIP and Maruti Suzuki India forged a collaboration to launch Maruti Suzuki Nurture Idea Hunt in November 2022. The Hunt was rolled out in the states of West Bengal, Assam and Meghalaya with an objective to identify and acknowledge innovative startup ideas from East and Northeast India.



The winners from the 3 states will soon be battling in the Grand Finale at the IIM Calcutta campus. Six top startups from the Grand Finale will then be selected for Maruti Suzuki Nurture Pre-Incubation program.



## Pre-Incubation

IIMCIP's Pre-Incubation programs are run in association with central Govt. agencies like the Ministry of Electronics and Information Technology (MeitY TIDE 2.0 EiR), the Department of Science and Technology (NIDHI EiR), the Biotechnology Industry Research Assistance Council (BIRAC SPARSH) and the North Eastern Council (NEEDP); state governments of Assam (Assam Startup), Arunachal Pradesh (APIIP) and Meghalaya (PRIME Meghalaya); as well as with corporates like Pernod Ricard India Foundation (PRIF WE Program) and Maruti Suzuki India (Maruti Suzuki NURTURE).



### ★ Featured Programs

#### MeitY TIDE 2.0 EiR

IIMCIP, with support from the Ministry of Electronics and Information Technology, drives a Fellowship program – **MeitY TIDE 2.0 Entrepreneur-in-Residence** – for startup founders working full-time on ICT-based ideas and prototypes. The selected beneficiaries of the MeitY TIDE 2.0 Entrepreneur-in-Residence Program get enrolled for a 12-month pre-incubation at IIM Calcutta Innovation Park. They receive support in forms of dedicated mentorship, capacity-building programs, funding and market connects, business services support and a chance to pitch for seed funding on completion of the program.

#### BIRAC Sparsh

The **BIRAC Sparsh Program** supports innovators to commercialise their innovations through handholding support along with fellowship and mini kickstart grants.

#### NIDHI EiR

The **NIDHI Entrepreneur-in-Residence** program is another Fellowship program by IIMCIP, in collaboration with the Department of Science and Technology, to support entrepreneurs having technology business ideas. Apart from providing a monthly stipend of Rs. 30,000 for a year, the entrepreneurs are also offered guidance on business concepts, strategy, and insights into specific industries or markets.

## Enabling the Enablers

Competent enablers contribute immensely to creating an encouraging environment for innovation and growth of startups. They foster an environment where startups can access the necessary resources, attract talent, develop disruptive solutions and contribute to economic development. To this end, IIMCIP has put together methodical programs to build the capacity of enablers like government officials, incubators and faculty members of academia toward equipping them with the necessary knowledge and skills to support startups.

### ★ Featured Programs

#### Capacity Building of Officials from the Dept. of Industries and Commerce, Govt. of Assam

At the request of the Dept. of Industries and Commerce, Govt. of Assam, IIMCIP conducted a comprehensive training program at the IIM Calcutta campus, for about 60 officers, in two batches of 30 each, intending to upskill them and enhance the role of such officers in facilitating new businesses in the state. The sessions were divided into 3 Modules for each Batch A & B and spanned from April to November 2022.



*“The program provided us with a practical understanding of how to make MSMEs work in all their manifestations.”*

**Sri Sazzad Alam**  
Joint Secretary to the Govt. of Assam  
Industries, Commerce & PE Dept., Assam

Testimonial

#### Capacity Enhancement Workshop for West Bengal State Rural Livelihoods Mission

With West Bengal State Rural Livelihoods Mission (WBSRLM) taking on a crucial role in the NRETP Incubator Program in the state, the need for enabling the department was strongly felt in order to help them understand the new world business environment. To this end, IIMCIP organized a capacity enhancement workshop for 80 officials of WBSRLM.

The program was conducted in four batches to equip the officials with skills to facilitate the enterprises. IIMCIP helped the officials gain a thorough understanding of diagnostics and need assessments of the enterprises and their financials. Further light was thrown on the nitty-gritty of creating Detailed Project Reports (DPRs) and improving the overall effectiveness through team-building and leadership.



*“This workshop enriched my knowledge of managing rural enterprises. It is going to help us provide better support to the rural entrepreneurs in sustaining themselves and creating livelihood opportunities.”*

**Dilip Kumar Pal**  
DTE, WBSRLM

Testimonial

# IIM Calcutta Community Engagement

IIMCIP stands upright on the foundation and prestigious legacy of IIM Calcutta. The premium institution's support has been pivotal in catalysing IIMCIP's efforts to encourage entrepreneurship and aid entrepreneurs. Multiple entrepreneurship support initiatives have been successfully pulled off through the resourceful engagement of the IIMC faculty members, alumni network and students.

## Clarion Call

Clarion Call is a flagship Business Contest by the IIM Calcutta Alumni Association, Mumbai, in association with IIM Calcutta Innovation Park. The platform identifies promising startups from India and provides them with cash prizes, service credits, investor connects and incubation opportunities. While the program has successfully completed five editions, IIMCIP's association with the program began in the fourth edition.



## PCVE

The Post-COVID Venture Engagement (PCVE) program was a collaborative intervention with IIM Calcutta to facilitate five promising startups from the IIMCIP portfolio to accelerate growth. The 6-month program brought together the IIMC students' community, faculty members and senior alumni to support the selected startups in spiking up their growth trajectory.



## Program Objectives



Provide a window for **IIMC** students to gain **first-hand experience** of working with startups



Help **startups identify** areas of improvement in terms of **key Business functions**

## Program Highlights



## IIM Calcutta SURGE

IIM Calcutta SURGE is a unique 9-month entrepreneurship toolkit program, in collaboration with IIMCIP, for working professionals with an orientation towards entrepreneurship, interested in starting a new venture or scaling an existing small venture. At the end of the program, participants submit their business plans and the best of them are reviewed by a panel of judges including at least one venture capitalist. The best participants also get a chance to get incubated under IIMCIP.



## IIMC Students Engagement

Towards giving the IIMC students first-hand experience in all aspects of business, IIMCIP has been engaging them at various levels.

**Live Projects:** Students from the MBAEx are enrolled for internships with startups from the IIMCIP portfolio. The engagement promotes a symbiotic relationship, wherein students gain the experience of working in a startup environment while the entrepreneurs get to access a qualified management workforce. 45 students from the current MBAEx have recently signed up for these projects.

**Internship in your Startup:** Students having startup ideas are provided guidance by IIMCIP on idea validation and taking forward their ideas towards building a prototype.



**Student Entrepreneurship Cell:** 30 students from the IIMC E-Cell are involved every year in various entrepreneurship initiatives by IIMCIP and lend support to the annually organised TATA Social Enterprise Challenge at the IIM Calcutta campus.

**Entrepreneur-in-Residence Program:** Students striving to translate their ideas into prototypes are provided a window to enroll in IIMCIP-driven EiR programs. The students/co-founders receive monthly stipends along with business connects and mentoring for a period of one year under these programs.



## People and Culture

IIMCIP comprises people who share a common passion and work tirelessly to further the purpose and goal of the organisation. This innately necessitates an ardent drive to build an engaging organisational culture, where every team member is encouraged to think differently and put forth their ideas without inhibitions. From a 23-year-old Fresher to a Leader having 30 years of experience, everyone is encouraged to express freely.



The team at IIMCIP is a heterogenous mix of people from different cultural and professional background. Everyday is a new learning experience in the organisation. Instead of limiting the people to a fixed set of work, IIMCIP offers its team the opportunities to work across disciplines. Through different activities like internal capacity-building sessions, strategy meetings and motivational stories, IIMCIP strives continuously to empower and engage the team and forge a democratic culture. A good instance of this democratic culture is the proactive participation of the entire team in deciding the core values of IIMCIP.

Having an ever-growing team with eclectic sets of subteams scattered across geographies and working on diverse projects, IIMCIP makes conscious efforts to create a common culture and a strong workplace camaraderie that binds the team together and brings everyone on the same page.



At IIMCIP, the team works together and parties together. Work is made fun with recreational interludes. The organisation makes sure to organise excursions and informal get-togethers, adding to team bonding and mutual empathy. These are also occasions to remind the team of the organisation's values and the crucial responsibility of every team member to uphold the prestigious brand name of IIM Calcutta. The outcome is a rejuvenation of team spirit and a strong sense of belongingness, and a perfect alignment of the team with the purpose and goals of IIMCIP.

# Media Spotlight

Home > College > IIM Calcutta, Times Professional Learning launches SURGE programme for entrepreneurs

## IIM Calcutta, Times Professional Learning launches SURGE programme for entrepreneurs

*IIM Calcutta: Learners who complete the programme are entitled to IIM Calcutta executive education alumni status.*

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Indan Institute of Management (IIM) Calcutta (Image source: IIM Calcutta)

Abhiraj P | Mar 17, 2022 - 8:57 p.m. IST

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**NEW DELHI:** The Indian Institute of Management (IIM) Calcutta's innovation park (IIMCIP), along with the Second Wind, Times Professional Learning (TPL) have launched an entrepreneurial programme called Start-Up Readiness, Growth and Execution (SURGE) to provide guidance to entrepreneurs to build, manage, and scale up their organisations.

### Tata Social Enterprise Challenge for India (Seed Funding Available)

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Deadline: 31-Mar-23

Applications are now open for the Tata Social Enterprise Challenge, a joint initiative of the TATA Sons with the Indian Institute of Management Calcutta (IIM-C).

Top Searches: [KCET Result 2023](#) [KCET Toppers 2023](#) [BITSAT 2023](#) [CUET PG Admit Card 2023](#)

Home > College > IIM Calcutta's northeast entrepreneurship programme is focussing on students

## IIM Calcutta's northeast entrepreneurship programme is focussing on students

*IIM Calcutta-NEC's start-up programme is specially designed to help student entrepreneurs. It has received thousands of applications.*

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### IIM Calcutta Alumni Association along with IIM Calcutta Innovation Park launch Clarion Call 5.0 with an investment commitment corpus of US\$ 8.5 mn

Navanrita Bora Sachdev - May 13, 2022

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IIM Calcutta Alumni Association (IIMCAA) along with IIM Calcutta Innovation Park has announced Clarion Call 5.0 – a platform to promote entrepreneurship where start-up founders can find the best fundraising, incubation and mentoring options. The platform commits an investment corpus of USD 8.5 mn (INR 65cr).

Promising start-ups can pitch their business ideas to 5000+ Angels and 7+ Institutional investors who have committed a corpus of USD 8.5 mn (INR 65+ Crore). The winners will have the opportunity to procure funding at an early stage and find the right guidance to scale up their companies.

75 Azadi Ka Amrit Mahotsav G20

### NEC and IIM Calcutta Innovation Park launch NEEDP for NE India startups

Posted On: 02 SEP 2022 5:48PM by PIB Guwahati

The North Eastern Council, in collaboration with B-School Incubator IIM Calcutta Innovation Park, has launched a first-of-its-kind North East Entrepreneurship Development Programme (NEEDP) today here at NEC Secretariat, Nougriam Hills in Shillong. Devised as a pioneering initiative encompassing beneficiaries from all the eight states of the region, the initiative envisages identifying and empowering 270 promising entrepreneurs from North East India with well-tailored incubation and pre-incubation programs.



NET

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### NEC To Collaborate With IIM-Kolkata For 'Entrepreneurship Development Programme'; Promote Entrepreneurial Ecosystem

17th September 2022 | Posted in Featured, Northeast

EastMojo

NE REGION EDITORIAL OPINION EM INSIGHTS EM POSITIVE BUSINESS SPORTS ENTERTAINMENT LIFESTYLE HEALTH SCI/TECH

Assam

### IIM Calcutta launches incubator program for women-led firms in rural Assam

The NRETP Incubator Program will play a pioneering role in reinforcing comprehensive development through grassroots penetration and facilitating innovations to resolve some of the key challenges infesting the rural livelihood development sector of India.

# Partners

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**IIM CALCUTTA  
INNOVATION PARK**

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