



Renaissance

A revival of the Entrepreneurship Spirit!

E-Cell IIM Kashipur

The Entrepreneurship Cell of IIM Kashipur is committed to its goal of grooming leaders and innovators to facilitate positive impact. Over the years, the students of IIM Kashipur have distinguished themselves by finding opportunity areas in exciting domains. IIM Kashipur has had a history of spurring independence and innovation among its student fraternity and working side-by-side with these pioneers of tomorrow makes the E-Cell immensely proud. By providing budding entrepreneurial ventures with resources (templates, data, research, etc.) and leveraging its stakeholder network to meet a startup's needs, the E-Cell endeavors to make the initial entrepreneurial journey as streamlined as possible.



However, building a business from scratch is a different experience for everyone. Challenges present themselves in different shapes and sizes. Thus, the E-Cell works on the principle of providing customized service to its beneficiaries. It all starts with a problem, a vision, an idea - and here we convert these ideas into reality.

The coming years promise to be even more exciting as the E-Cell expands its network to include more investors, co-working spaces, incubators, accelerators, organizational heads, and other interested parties. Our endgame is clear - slingshot our startups to the front of the line.

Still, what many people miss is the fact that the entrepreneurial spirit needs to be nurtured. The entrepreneur in us would bloom in the right conditions, and the E-Cell realizes this fact. With its E-Comm initiative to spark broadcasted discussions, collectively understand the nitty-gritty of the startup world and work together on business problems, the E-Cell would reach out to more and more changemakers - from IIM Kashipur and outside. We understand the value of teamwork and this is why we are constantly looking to build synergistic alliances with educational institutes and other parties to further the impact of our efforts.

Together, we can do more. Together, we recognize India's potential to be the entrepreneurial hub of the world. Like with all entrepreneurial journeys, it all starts with a few steps. Would you join us in our path forward?

FIED 2019-2020

Foundation for Innovation and Entrepreneurship Development (FIED) had a very fruitful inception year with the huge success of the very first program it undertook; RKVY RAFTAAR. More than 350 applicants from across the country applied at the program, of which only 37 startups were selected for the two months' training program at the IIM Kashipur Campus. At the end, 22 startups received final funding, up to 25 lakhs, from the Ministry of Agriculture, the Gol RKVY RAFTAAR was the harbinger of the times to follow. More than 5,000 people visited the entrepreneurship mela where more than 100 startups showcased their indigenous products during Uttishtha in October. On the last day, the honourable



Chief Minister of the state of Uttarakhand, Shri Trivendra Singh Rawat graced the occasion with his august presence, a momentous moment for all of us to cherish.

Mostly, IIMs get pigeonholed by focusing their energies in producing managers to manage corporates. What about the entrepreneurs and owners of small businesses? That was the precise reason why IIM Kashipur FIED came up with Vikas program to ensure that local businessmen and managers, along with entrepreneurs, get a chance to hone their skills. This weekend program was designed in such a way that these participants could attend classes without affecting the cash flows into their companies.

Then came Uday, a program that was specifically designed for entrepreneurs from small towns and villages, especially from the hills of Uttarakhand. More than 90 participants turned up for this 7 days program in March. These small business owners and entrepreneurs vowed to increase their product mix, thereby the end margins, and come back to IIM Kashipur, in the coming Uttishtha in December, to tell their success stories. More than anyone else, we await their arrival in anticipation and excitement!

What every entrepreneur needs to know now. Better late than Never!!!

Entrepreneurship is an oft abused term and occupation. This is more often not the case because it is easy to do so but because it is difficult to understand what all entrepreneurship can entail. Characteristic success rates are within 5 % for start-ups in our country. Despite this unfavourable statistic, the fashion to call oneself as entrepreneurial, if not an entrepreneur is in vogue. Being a mentor to start-ups seems to give a high to the self and status amidst the peer group especially if it consists of run of the mill managers. True entrepreneurship is something is lost between this overarching search for self-esteem and the desire to breakout from the conventional management.

The backdrop of COVID-19 is a perfect foil to challenge our understanding and comprehend the true meaning and needs of entrepreneurship. COVID has rendered most entrepreneurs out of regular business and left searching for what to do next. My expectation from them would be just the opposite. Conventional business thrives on setting up barriers to entry to markets which makes it difficult for competition including entrepreneurs to compete with them. COVID has reset the normal of life, production, consumption and entire value chains. This means it has opened up markets. The barriers to entry are entirely changed as well. This is the best time for entrepreneurs hunting for opportunity to go for the kill. However, I see most entrepreneurs struggling to deal with the new normal. Let us try to interpret this frustration of entrepreneurs more in depth.

If I am running a business model similar to existing ones the problems faced by my business only ought to be similar to the conventional ones. This means when

barriers to entry fall, I will not be able to enter new markets rather id be challenged by the new entrants themselves. How do I, as an entrepreneur, ensure that I can make best use of such opportunities?

First and foremost is that me as well as my business model need to be prepared and have the capacity to absorb change and embrace it. This literally means that I need to work on two things:-

a) Making my own personality flexible to make sense of changed situations. Ideally speaking I should interpret the change to how I and my team need to change in the current or expected future scenario, and

b) Figuring out the adaptive capacity of my business model and quickly putting into place a new plan suitable to the changing scenario.

Both these things are simple if the homework has been done and are uphill treks to complete if the budding entrepreneur is not prepared. The way to be prepared is easy and simple and is given in the following steps.

1. Map your business model to underlying trends in the macro environment as well as micro business environment.
2. Figure out the drivers of your top line , bottom line and various key activities
3. Develop effective metrics to assess these drivers and their impacts for showing trends, for highlighting changes in trends and for developing predictive power as we use more of the same assessment.

4. Develop a business model canvass which is vetted out by industry experts and also by someone who has absolutely no knowledge of the business at all.

5. Try to put numbers to the business model canvass and develop scenarios by making optimistic and pessimistic assumptions about the drivers to the business.

6. Develop various scenarios based on 5 and try to develop responses to each scenario developed thus.

7. Check the likely outcome of each response listed in 6 above and improve where the outcomes are not good for the business.

Essentially I am advising to develop critical understanding of how you understand your own business and challenge it. Develop a deep understanding of the drivers of your business and the likely trends about them. Develop scenarios and do thorough sensitivity analyses for each likely scenario. This is the basics of any business modelling exercise. This may seem clichéd but the very fact that you have struggled to figure out with COVID as a scenario means that your clichéd and regular basic analyses was lacking and it needed more realistic and honest assessment. There is a dire

need to work on yourself as an entrepreneur. How can you do it better?

There is only one more thing that you need to add to the whole exercise but not at the end .. this needs to be added right after the first drafting of the business model and needs to be modified and improved with every step listed above. An honest assessment of risk and listing of risk drivers is a must in all business models. It is this last part about risks that I have found most business models blind to. Most of them are knowingly blind because of the belief that venture assessments for capital infusions require them to show their own business models in very good light. Rarely I find the understanding that being truthful is acknowledged more than having good but padded numbers. The padding up of numbers has led to a distrust between the venture and the investors rather than being trusted partners. The padding up has also made entrepreneurs and enterprises blind to their own risks. Being blind to their own risks has left them obsessed with growth and rather than being well prepared for the various scenarios that might be true tomorrow in a VUCA world.

*-Vaibhav Bhamoriya
Asst. Professor, IIM Kashipur*

How Technology Start-ups play a crucial role in Post COVID times

As the COVID-19 spread the world, the economic impact has been profound. The entire world and humanity were unready for a crisis of this nature and magnitude. However, we have quickly adapted to the change and have created a new way of leading life leveraging technology. From work from home, virtual classrooms to online weddings, our life had shifted abruptly online as humanity has tried doing everything possible using technology. Since now we have got the taste of a new way of living life the same is likely to be a new normal in the coming days.

Newer norms will emerge simultaneously in the journey of overcoming this crisis. The latest trends and technologies such as artificial intelligence (AI), blockchain, augmented reality, data sciences, robotics, and other advances will be quickly deployed in our lives. Technological start-ups would be contributing to cushioning the impact of COVID-19 by transforming these technologies into solutions that people could use and embrace.

Colleges and Universities around the world have been at the forefront of digital adoption and Edtech start-ups are going to play a decisive role in further supporting them in conducting virtual classrooms, a quicker collaboration of technologies, and conducting experiments, group works, virtual student interactions, and other educational activities as effective as a normal classroom from schools to higher educations. When most of the business has been in losses during this lockdown, it's the Edtech start-ups who actually made an impact and raised a lot of investment amidst of the pandemic, this pandemic has also acted like a catalyst and fast-paced the adoption of online education. Bengaluru-based edtech startup Unacademy has witnessed 3x growth in users and exponential

growth in its revenue. Other Edtech startups such as Byju's, Toppr, Vedantu, have witnessed around 60% increase in new users during the period of lockdown. Upskilling Startup, The UpGrade have also witnessed an increase in traffic during the lockdown as many career-oriented students are taking up Data Science, Python, Machine and Deep learning, and other similar up killing courses online. Parents around the world being concern about their children's health, the scope and opportunity for edtech startups post COVID times seems to have great potential.

Agriculture on the other hand has seen a dark face during the period of lockdown and the government has put all its efforts to provide relief for the Agri sector and has also removed the barriers of selling farmers produce only at APMC's. This Pandemic has shown us that agriculture cannot solely survive on traditional methods and is in desperate need of technological intervention to resolve the various problems associated with it. Thus the Agtech start-ups with the help of GIS, blockchain, remote sensing, data analytics, and various Internet of Thing (IoT) devices will be playing a key role in backing farmers by solving many fundamental and COVID19 after problems through technological solutions in reducing the labor dependency to digital marketing of Agri produce. A Bangalore based startup Ninjacart had played a crucial role of lifeline during the lockdown period by keeping food supply chain function without any hassle with the help of digital technology and tracking systems. As the government relaxed APMC Act, AgriBazaar, a Delhi-based agritech marketplace start-up is helping farmers and traders sell their produces quickly and efficiently through online mandis and increase the transparency and accountability in the Agri produce

trading. They have also introduced AgriPay wallets for online transactions to ensure social distancing and quick transfer of money for farmers. Intellolabs is another start-up that is solving Post-harvest challenges such as grading and standardization through mobile imagery and distinction based on produce characters through an automated process which is helping farmers in realizing higher price and good market for their produce. Technological Start-ups in various sectors

hence have an ocean full of opportunities in post COVID times. The treasure is out open there, we just need to identify the right problem and dive into it, create solutions add value, and solve the problems of the society.

*-Akash Ashok Maingade
Executive member, Ecell and FIED*

Future of Agriculture Industry Post COVID-19

Here is a pandemic that has raised the level of health concern, social distancing, restricted travel, reduced gathering, closures, and other protective practices to put the break to the spread of COVID-19. This has lead to a significant drop down in demand for agricultural products and left the industry in the lurch. Nevertheless, the crisis has given opportunities for entrepreneurs to find innovative methods to adapt and transform the agriculture industry.

This seems a big challenge for many, but entrepreneurs see a potential way out. An opportunity to repair the industry and make it better. Post-COVID 19 Agriculture Industry seems to be a more promising and a new era of farming can be escorted in through the adaption of digital technologies.

The future is in technology-driven marketplaces, e-mandis that facilitate digital trading and other digital tools like mobile applications that directly connect farmers to buyers and consumers without the need for any physical interaction. Digital inclusion will bring transparency and accountability to agribusiness. Future opens up for hassle-free, reliable & efficient supply chain systems, predictive analytics based farming, and precision agriculture.

All these years farmers grew what they wanted and tried to push in the market, but with the support from emerging startups and novel technologies, farmers will start growing what the market wants. This safeguards them from price distress and makes farming highly profitable.

AgriTech startups like Ninjacart, Agrostar, Jumbotail, Cropin, and Stellops are few to mention, yet the best live cases, who made their business running even amidst of lockdown. Post harvest management, better access to inputs by providing better quality implements to farmers for better production, digital market connectivity and financial assistance are some of the major areas that these start-ups have significantly made their impact to make farming better.

Technology will transform post-COVID agriculture from Seed to Seed. Farmers's income multiplying manifold, the new-gen of agriculture will emerge for prosperous future.

*-Havyas K.S
Intern FIED*

Agriculture as a Ground for Innovation

The agriculture industry has been combating a lot of changes and challenges, thereby increasing the demands. In order to meet these demands and needs, the agriculture industry has taken a step towards technology. The smart farming applications that work on the basis of the Internet of Things are becoming increasingly popular, enabling the industry to reduce waste and improve productivity. It also helps the farmers in optimizing the fertilizers, and you said to improve the efficiency of the vehicle roots used for Farming.

Smart Farming

Smart Farming is one of the capital intensive systems helping the farmers to make the food clean and sustainable for the people. It is one of the applications of information communication technologies integrated into the field of agriculture. The system for smart Farming is developed for the monitoring purposes of the crop field. One can also find sensors and automation of the irrigation system. The farmers will be able to monitor the field conditions regardless of their proximity, and it is becoming highly efficient as compared to the traditional approach. The applications of smart Farming focus on conventional and large operations; however, it can still work on the new levers to improve the common trends in agriculture. It has a huge impact on organic and family Farming and can be applied to do Farming performed in complicated and small places. The whole idea is to improve transparency in Farming.

Precision Farming

One major application of agriculture being the ground for innovation with the help of the internet of things is Precision agriculture. It focuses on making farming practice controlled and precise. It helps much when it comes to raising livestock and growing crops, and using this approach,

the key component becomes the usage of sensors and autonomous vehicles and so on. Precision agriculture is quite famous in the industry, and several organizations are leveraging this technique focusing on Ultra-modern agronomic solutions. It helps much in precision irrigation, and the companies are quite focused on that.

Agricultural Drones

The technology has changed the approaches towards agriculture definitely, and Agriculture drones are proof of that. In fact, agriculture is one of the major industries to incorporate drones to enhance agricultural practices. There are drones that are ground-based and aerial waste used by the farmers according to the requirement and help in the crop health assessment, crop monitoring, and field analysis. Other benefits of drones include health imaging of the crop with integrated GIS mapping that saves time for the farmer. These drones make use of strategy and planning on the basis of data collection and processing performed in real-time. It is considered as one of the Hi-Tech makeovers in the agricultural industry.

Livestock Monitoring

The farm and livestock owners are making use of wireless IoT applications to deal with the data regarding the health of the cattle, its location, and wellbeing. This information is helping them in finding out the animals' health and treating them in the initial stage of the sickness rather than manually finding it, which is always too late. It also reduces labor costs.

Smart Greenhouses

Similarly, the idea of greenhouse farming helps in the enhancement of yield in vegetables and other crops. This controls the environmental parameters with the help of manual intervention, and it results in the loss of productivity and labor, making it less effective. On the contrary, the greenhouse is able to intelligently monitor and control the data that the user understands about the climate, thereby eliminating the need for manual intervention. In this case, Precision is promised.

Conclusion

As such, the agricultural applications based on the Internet of Things are becoming popular among the farmers and Newgen Agro production industries, and the installation of smart Technologies is currently increasing. On the other hand, these smart technologies are helping in the improvement of competitiveness and sustainability in production. With the increasing demands, such technologies become mandatory.

-Binit Agarwal

Founder TechXila, IIT Kharagpur Alum and running an IT consulting firm TechXila

3G (Go Get Goat)

Last year I was very excited about Bakra Id which was just 10 days away. As usual, I went to market to buy a Goat. But this time too, After visiting whole market I couldn't find the perfect piece because someone was charging a very high price, someone's goat quality was below par. I was frustrated after roaming for whole day. Anyway I got the goat but my experience was pathetic.

One fine day, I met a cattle farmer who seemed very friendly to me. I discussed my whole experience of Bakra Id with him. To my utter surprise, he added many sellers also cheat through weights by giving the goats salty water, so that it looks healthy and fetch high price. I said such a cruelty to animal and cheating to customer is not fair! When I heard the story of other side (cattle farmer) he said, he also face unique problems. He take his goat from the village to the market, many buyers quote low price and due to which many a times I have to return back without making any sale hoping tomorrow I will get high price. This also increases the transportation cost.

I was wondering about lot of friction in this market, whenever a buyer goes to buy he spends time in searching thus incur searching

and opportunity cost and who knows whether the goat has some disease or not. Seller is uncertain about the price and incur unexpected transportation cost and loss of daily wages.

We thought, Can we apply today's buzzword "Go Digital" and the internet to solve such issues. We got a solution for this problem, we are working really hard to develop a platform for livestock trading which will bring buyer and seller on-board and they can transact on digital medium. Now you must be thinking, Aah, cattle farmer are not tech savy, will they really use it? We believe yes, If they can use tiktok and facebook, they can definitely use technology for their progress and we are always there to help.

-Nadeem Ahmad

MBA Student at IIM Kashipur

Startup lessons from COVID-19

We are experiencing arguably one of the most difficult phases in our recorded history. The two World Wars were still limited to a few nations, and the natural disasters, including tsunami and earthquakes, lasted for a brief while, with limited, manageable damage. The COVID-19 is dangerous, for nobody knows how long the ordeal would last, what would be the total loss of life and morale, and the invisible impact of this invisible enemy.

The economy will contract, and the society would plunge into depression, and all bets are off as to when will we return to normalcy. In fact, the pursuit of normalcy might be unwise, for we might be staring at a new normal. These are times which call into action our collective might, both emotionally and physically, to fight it out in the hospitals and to remain grounded in the confines of our houses. But even the most difficult situations can instruct us profoundly, and this one is no different. For the startup community this is a wakeup call, because neither the pandemic is over nor is it the final frontier of our endurance. In this short piece, I offer three key insights drawn from the present times that would help the next generation of entrepreneur to be less vulnerable and more impactful.

A disciplined pursuit of ambition

An entrepreneurial success story is often scripted with the ink of overconfidence. While the above average confidence of an entrepreneur often helps her overcome the gravitational pull of reality, in adverse situations the same chutzpa becomes toxic. The secret of enduring success is discipline, says Jim Collins. Organizations that have existed for over a century and have dominated the very industries that they often created do so by a disciplined pursuit of their ambition. Companies like 3M, IBM, Siemens, Bosch, Johnson & Johnson, and

Unilever, amongst others, have managed to tide over uncertainties, complexities and severe socio-economic changes by the virtue of being disciplined. And this calls for an ability to say 'no' to a lot of opportunities.

Entrepreneurs, often in their bravado, take up more risk than they can manage, and this false sense of power is only fuelled by investors' money and overall market buoyancy towards the entrepreneurial pursuits. Cases are galore on how upstarts including Housing.com, Stayzilla, WeWork, SnapDeal, and TinyOwl, just to name a few, have struggled. While economic downturns are opportune moments to start a venture, they are equally precarious for the ill-managed ones. As the legendary investor, Warren Buffet, notes, "It's only when the tide goes out that you learn who has been swimming naked", the recessionary times clearly distil the more disciplined companies from the also ran, and you won't like to wait till so long.

Honing credible and differentiated capabilities

All mature markets consolidate. We saw this in the automobile industries world over, in the telecom space in India, in the high-tech space, and now even in the emerging industries, albeit faster. Economic recessions only accelerate such consolidations, for now the market's carrying capacity cannot support so many players. The real question then is – who would survive and who all would wind up? The answer, apart from scale, is the robustness and uniqueness of capabilities. The companies which have painstakingly created a moat around themselves would wither the storm of rapid consolidation. There would always be a market for unique offerings, as exhibited by Royal Enfield and FabIndia over the years.

At the start of an industry, there often happens

a competitive overcrowding, as was witnessed by the dot-com era in the US and the software development companies in India. There is little to differentiate between the companies when the market is up for grabs, and only when the pie is divided that the incumbents start to wonder about their unique propositions. The Indian IT services industry went through this consolidation phase, with just a handful of players available in the big league and the case is even more acute in the global parlance, with IBM, Accenture and Capgemini, amongst other few, dividing the spoils.

If the entrepreneur hasn't thought about and invested in building a defence mechanism around the company and its offerings, a recessionary situation can subject the organization to disintegrative forces. Such organizations become target for hostile takeover, for there is very little to hold back on. Little doubt, with the world withering the coronavirus, Chinese companies are on a shopping spree of distressed assets. The most vulnerable of the assets have very little to differentiate on, and hence lose their bargaining power. An entrepreneur must ensure that, in spite of scale, the secret recipe of the organisation doesn't get diluted or exposed.

Foster an ecosystem that can withstand economic shocks

A single startup is fragile, but an entire ecosystem is antifragile, to adopt a term coined by Nassim Nicholas Taleb. In recessionary times, individual ventures will give way to the evolution of entire ecosystems – a mesh comprising of buyers, sellers, complementors, competitors, substitutes, and other support institutions, such as investors, and regulators. Ecosystems emerge over time and they fade only with time, but that is not the case with the firms. As observed by the economist Joseph Schumpeter, the very act of 'creative destruction' is the essential fact about capitalism, and that very few companies manage to wither the great economic cycles. While firms might perish the industries survive by reallocation of resources from the

sunset to the sunrise avenues. We saw this in the way the talent in our engineering colleges went from clamouring for civil engineering to electrical and mechanical and then to electronics and computer science as the Indian economy went from massive nation building projects to industrial revolution and then to the era of information technology.

As an entrepreneur, who is looking for the long haul, you must think broadly in terms of fostering an ecosystem where you are an important player but not the only one. While you have to share the spoils with others, you also share the risk of going down, and that increases your odds of survival. Elon Musk is doing precisely the same by building an ecosystem of electric mobility far away from Detroit and that is by giving away his hard earned patents such that more affordable and pervasive technologies could be built to make the electric technology a viable option for the mainstream customers. This calls for foresight and a big picture thinking. Ecosystems are like the great jungles and when a fire breaks out though individual animals might perish, the jungle only becomes more diverse and robust.

In summary, the current times are avenues for thinking hard and making fundamental corrections in the way ambitious men and women pursue their dreams of starting a business. It's time to bring discipline to the calling, hone and sharpen definitive capabilities, and be selfless in cultivating an ecosystem. This needs one to develop foresight, patience, and a holistic thinking attitude – skills that can come through both aspiration and desperation. It's not always wise to wait for a desperation though.

*-Dr. Pavan Soni
Innovation Evangelist and
Founder of Inflexion Point*

Dragons, Unicorns, Cockroaches and Gray Rhinos

What the world is currently witnessing with the global Corona Virus Outbreak, and what's being touted by some well meaning leaders as a Black Swan event, is what one would actually qualify as a Gray Rhino.

Gray Rhinos, coined by Michele Wucker, are high probability, high impact yet neglected threats (despite their size)* which play out every once in a while.

With the scale of impact and duration of current outbreak, this translates to continued pain and suffering in the days ahead, for people, ventures, businesses and nations across the world.

Barring a handful of sectors (healthcare,



Fig:3a When did you last face a Gray Rhino?

essential services, last mile delivery, online and offline alternatives and tools for a world which is undergoing social distancing, supply chain disruptions etc) which might not just survive but also experience accelerated demand and growth during this phase; almost all other sectors would do well to drastically readjust and redefine their strategy and focus for a much-undefined longer period of time with their existing runways (read cash-in-the-bank) if they wish to have any hopes to survive.

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Fig:3b \$ave dat money - Lil Dicky a.k.a. David Andrew Burd

"Control your expenses better than your competition. This is where you can always find the competitive advantage" - Sam Walton

Ventures and businesses with access to insights and practical advice from Board Members, Investors and Advisors with prior exposure to down cycles and experiences (good and bad) with multiple companies, might be better geared to plan, execute and survive such cycles.

For ventures which might have been earlier preparing to shoot for the moon and hopefully providing a unicorn or dragon sized return for their stakeholders; if it doesn't belong to a category/sector which sees

continuing demand and growth in the current cycle, acting and executing like a cockroach might be a better strategy to improve their odds of survival. Given existing pools of capital will now have to suddenly provide for a longer runway, almost all revenue forecasts and predictions (especially for early stage ventures) will be wrong, and almost all new fundraising in such sectors might happen at more modest valuations and terms, it would be worthwhile for such ventures to drastically cut down all unnecessary burn and expenses.

are rough; and history will remember the path taken by leaders long after cycles are over, and we all are gone.

** Another Gray Rhino within the next decade or so, could very well be conditions arising from continued climate change and wealth and social inequalities, where once again when the dominoes start to fall, there would be no going back to an old normal.*



Fig:4a Character and Reputation will be Built in the Hard Times

"In the extremity of war, character is revealed" - George Packer

As Yuval Noah Harari might concur, the best way forward in a rapidly changing world, and especially in view of effectively dealing with the current pandemic, would be (global) cooperation.

This could be applied to the nations fighting the pandemic together, as well as extrapolated to people, cultures, ventures and businesses. No better way than leading by example, and leading from the front for expectations being set for others.

Creating win-win wherever possible, and dealing with utmost openness, honesty, integrity, fairness, trust and respect might serve all well in the longer run: Character and reputation will be built by the actions and approach one takes when the times

Given our indifference in the recent past to plan for and execute at scale towards effectively tackling the current situation; would we want to take the same path, laced with indifference, for these future high probability and high impact threats?

*-Monce C. Abraham
Founder & Chairman, THEV Consulting*

How do you put the economy back on track once the shutdown ends?

The World Bank has recently stated that India's economic growth is likely to range between 1.5% and 4% in 2020-21 due to the impact of Covid-19 and the nationwide lockdown. This is a significant slowdown for an economy that been growing at the rate of 5% to 8% over the last decade. Everyone from governments, corporates, NGOs and individual households have a role to play in bringing this economy back on track. Here are some of the actions to consider:

Safety first: Safety of the citizens of a country comes first, so it is critical that every member of the society abides by the Social Distancing norms prescribed by the government. Even when the shutdown is lifted it is expected to be a gradual opening of the economy rather than an all or nothing approach. Individuals should maintain their personal hygiene and abide by guidelines on frequent handwashing and use of masks in public places. There are several unknowns about the Covid-19 virus hence it is important that precautions are taken to ensure relapse of infection does not start after the shutdown ends.

Help the unorganized sector: A significant portion of the Indian GDP comes directly or indirectly from the unorganized sector. It is very important that everyone does their part in helping these underappreciated members of our society. Factories have a moral obligation to compensate or assist the temporary work force that would have otherwise worked for them. Similarly, individual households should compensate domestic help, cooks, gardeners, cleaners and other critical members of this society even if they did not show up to work during the lockdown. These small steps can have a significant compounding effect on the country's economy.

Support your local business: One of the things we learnt from the current shut down is the importance of our local businesses. The local Kirana stores have been a savior during this crisis by supplying the essential items to millions of people close to their homes. When things return to normalcy it is important for everyone to support their local businesses like your neighborhood restaurant, local vegetable vendor, hair stylists and numerous others. These businesses are the lifelines of our economy. Similarly, domestic vacations in destinations closer to home rather than exotic international holidays will make more sense in the new world.

Create jobs: There is an old proverb which states "Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime". While it is a great short term move by the government, NGOs, corporates and individuals to make money transfers and provide free essential commodities to the underprivileged. The long-term recovery will only happen when employment is created for those who have lost jobs due to the current situation. Corporates and small businesses must use this situation to hire great talent.

-Balaji Ranganathan



IIM KASHIPUR - FIED

(Supported by Ministry of Agriculture & Farmers' Welfare)

Invites Applications For

RKVY RAFTAAR'S

AGRIPRENEURSHIP ORIENTATION PROGRAMME

INCUBATION PROGRAMME



Sahas

एक मजबूत कदम सफलता की ओर

IDEA STAGE / PRE SEED STAGE

₹ Grant-In-Aid funding of upto INR 5 lakhs
Monthly Stipend of 10,000/- (During The Program)



Saksham

अब मुश्किल नहीं आसमान को छूना

MVP / SEED STAGE

₹ Grant-In-Aid funding of upto INR 25 lakhs

" The training at FIED IIM Kashipur completely changed our view towards farm mechanization market. "
Shrilesh Mande, recipient of 25L funding, RABI Alumni

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Covid 2019 – The Chakra of destruction or disruption?

2020 started with a sanguine zing. The world was changing rapidly and workforces were mending their ways to stand out in the global economy. Still, there were some individuals and organizations that were sitting on the fence or taking their own good time and waiting for, I guess unknowingly, for the surprise punch of Covid 2019!

Just like its shape as a spiky “Chakra,” Covid 2019 has minted two sides to it while rolling – Destruction and Disruption, forcing every single entity to forget the conventional ways and adapt to the much needed “Evolve” and press the “Reset” button in their lives holistically.

The economy is for sure going on a roller coaster ride of destruction - toppling the big in size organizations or the developed nations like never before while making a joy ride of disruption for the lean organizations, start-ups and the developing nations.

More so with the SoS level miracle of the word – “Digital” - the increase in physical social distancing yet closer with online proximity globally.

Online traffic seems to have increased, if not more, by at least 70%. This crisis is the best time for the start-ups dealing in the following spaces –

1. Digital/Social Media
2. Big Data & Analytics
3. Internet of Things(IoT)

Being a part of a Digital Agency and India’s 1st IoT community, I am experiencing a rise in demand of our services globally as the businesses struggle with their offline presence and the

desperate need to be at par when it comes to the digital presence in order to sustain the crisis. Of course, the scenario doesn’t seem to be same for all industries. The decline of funding persists in a large pool of start-ups.

The silver lining comes for start-ups in gaming, fintech, AI, VR and a lot more which have become the need of the hour. Investors are very clear with the fact that digital is the only future which has the ability of self sustainance.

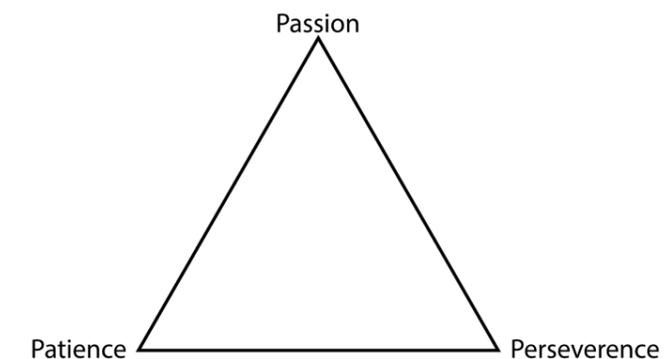
So which side Covid chakra are You–Destruction or Disruption!

*–Manpreet Jangra
HR Lead at Digitally Next*

Entrepreneurship as a career for managers

Entrepreneurship is a complete process involving the conceptualisation and designing of a new business venture or a start - up, its launching and finally running it. Usually the work begins at a small scale and is grown over a period of time. The professional starting the venture is the founder who is the anchor person behind the whole set up. Entrepreneurs are a different set of individuals who have an absolutely unique trait set and mettle in their personalities. Every entrepreneur can be a professional but every professional cannot be an entrepreneur. The attitude of entrepreneurs is oriented towards undertaking risk, handling crisis , innovativeness , adaptability in any changing scenario , introspection , continuous improvement , passion and perseverance. Thus the three personality traits in a person as brought out are those of passion, patience and perseverance as depicted in figure below (Fig.1). The entrepreneurs have an indomitable spirit to succeed and have a long term vision and committment. They participate in and out by devoting any number of hours as required and travelling to places for the purpose. Hence one of the biggest challenges faced by them is managing family and work at the same time. Their one of the identifiable quality is to learn from rejections and failures and not give up. As the venture tosses up and down alongwith the business cycles, the entrepreneur thinks of ways and means to cope with any volatility or uncertainty in any situation which may arise due to macro and micro environmental socio-politico-economic market factors. These aspects vary as per the type of industry and the sector in which the set up exists namely manufacturing or services or a combination of both. Some are quite capital intensive and working capital or fund management becomes quite challenging. The big idea behind the start-up

becomes the anchorage for investor support. A proper plan on the project covering various stages shows the sustainable preparedness of the venture and the ways and means or strategies to be adopted and worked upon and implemented for the successful operational viability. A detailed and thoughtful strength, weakness, opportunity and threat analysis is of utmost importance. The team behind the start-up and the associated professionals and their experiential profile boosts confidence of the stakeholders in developing a trust on the ability and acumen of the people involved in steering the venture to achieve growth and profitability surpassing stability pressures. Some entrepreneurs venture into a single business while some feel satiated in developing a basket of startups maybe in same field or different ones. Some believe in reaping profit while some appraise sustainable existence. Some gain success early while some quite late. Hence entrepreneurship is a lucrative career for any professional which promises one to be one’s own boss and it can become quite satisfactory and rewarding.



Within an organisation also, managers can develop an entrepreneurial career if they are provided requisite opportunity, freedom, flexibility and autonomy in the

work environment and decision making. For example , some organisations in both public and private sectors have an E-Cell (Entrepreneurship Cell) to focus additionally in this area. Some roles can be entrusted on executives without giving a responsibility and working on these additional roles can bring in laurels for both the organisation and for the manager as well. He/she may earn accolades of being a problem solver or a crisis manager or a strategic specialist and the so called image thus built up can become a handy negotiating tool in switching from one organisation to another. Entrepreneurship can become a successful career for managers provided they have a natural bent of mind for continuous professional growth and that they are able to transform ideas to business opportunities, are adept in relationship building and developing a strong social and corporate network

supported by an online interaction maybe through a portal like LinkedIn. Some jobs in sectors like advertisements and designing, marketing and sales, business development, project consultancy, educational sector, e-commerce and social media or working with a startup provide flexible work schedules in which , some executives find sufficient time and experience to start and run their own parallel new venture alongwith the job. This sometimes proves to be a good strategy to stabilise themselves before fullfledgedly moving into foray. Entrepreneurship is an appropriate answer to unemployability and joblessness in current times anywhere round the globe. Some need to become jobseekers while some accept the challenge to become job providers!!!!

-Anshul Alok

Startup: Best Market to Innovate

Today when we look around we find ourselves encircled with new technologies, innovation, discoveries in different formats. It can be from Microsoft or a newly established business enterprise. But one cannot deny the fact that they all started with an innovative idea in the form of startups.

Abundant resources are available today: Forums, Groups, Communities like minded people who are thriving to realise their dream into reality. The only thing we need to do is take a first step and take the benefit of today's startup market.

No one knows, that Your idea is going to do wonders

There are many successfully entrepreneurs who got the inspiration from necessity, change in process, cutting edge technology and many more. A drawn common factor from startup is, the freedom of action or process of setting something in motion. Startup environment not only provides rich cultivation of thought process, commitments, perseverance but also a platform to check its own validation.

-Er. Manvendra Pratap Singh
CEO, ScrapKaroCash



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Selection Will Be Based On

Rolling Selection Followed By Personal Interview



Entries Closed

Contribution of Startups in Indian Economy

Today when I am penning down my thoughts on Startup & its impact on Indian economy, India & whole world is facing the worst economic crisis due to the COVID 19 pandemic. This pandemic will be changing the way of living globally in the times to come & ultimately the way businesses are being performed today.

At the same time amid global slowdown, India is eyeing to hit a Bulls eye by achieving a 5 TRILLION DOLLAR economy by 2025 – almost double of what we are today (Approx. \$2.7 trillion – as per the MEA). So, how are startups & \$ 5 Trillion related to each other? Let's decipher the thin silver line linking the golden Indian economy dreams and startup ecosystem with 4 critical pillars available naturally in India. However, while writing on linking the startups with the Indian economy I will not be considering or commenting on the factor's deciding the success factor of any startup as it's a different topic that can be debated in a separate column.

Volume

Currently Indian is proud to be 3rd largest startup hub just behind USA and China. If we take the case study of the very successful Unicorn Startups, we will observe that one thing they have in common is – they are 'high consumer based internet companies' solving some of the complex problems faced by us and directly impacting the lives of Indian 'Common Man'. And India being a country of 125 crore plus people is the right and a very readymade ingredient naturally available to us for creating a highly successful enterprise in the long run. And we Indians are very well aware of the 'power of a common man' – anyways keeping jests aside, the moral is economy is directly linked to the home market (Users) available in India and Startups are

linked to this home market directly or indirectly.

Challenges in a Developing economy

India is a developing (I prefer to label it as "Fast Emerging") economy. Every developing economy has very unique challenges faced by its population and there are multiple untapped markets that needs an immediate compulsory attention. With challenges comes an opportunity also. So, I consider India as land of vast opportunities for entrepreneurs. Each of the startups are looking to solve some or the other problems they see – either by coming up with a better and affordable technologies to solve a particular problem or solve an untapped problem. Every solved problem is contributing directly to the economic growth of the country.

Job Creation & Standard of living

As the number of startups rise in the country catering solution to unique challenges which was never considered by earlier organisation, there is direct creation of new job with new skill sets. Requirement of new skillset for startup ensures an opportunity to young generation to join the mainstream. This will help to reduce the rate of unemployment in the country. The innovation and jobs brought by startups in a developing country is also helping to improve the standard of living thereby increasing the spending power of common man – ultimately adding to the country's economic growth.

Government Policies & Foreign Investments

Indian Government supporting and promoting the startup culture has created a very favourable conditions for Indian startups receiving investment from renowned international investor's viz. Soft Bank,

Sequoia, Goldman Sachs, Accel etc. The inflow of Funds is helping the startups for research and development of advanced technologies that is solving human problems and touching human lives in a way or other. The startups are developing technology all the way from assisting farmers with advance agriculture solutions to prediction of dangerous diseases like cancer using artificial intelligence & advanced machine learning. The best part is that the Investors have been more bullish towards investing heavily on startups – Again startups impacting the Indian economy very much directly.

Conclusion

Startups will be playing a very critical role in contributing to the Indian dream of 5 Trillion economy in coming times. Based on the global current scenario and looking through my entrepreneur eyes, I strongly

believe that a pandemic like COVID 19 will be acting as a catalyst for the whole startup ecosystem as post-COVID 19 pandemic era will be very different from what we were like pre-COVID19 era. The enterprises will be embracing digital automation heavily and in true sense. The best part being that COVID 19 has made 125 Crore people (natural resources) less resistance to adopt digital solutions and they have started adopting digital in the daily lives (from using online payment, ordering online, online education to working from home etc. etc.) irrespective of the economic class they belong to. This will be a huge boost to the Indian economy in times to come. Thus, Startups are and will be playing a key role in the development of Indian economy.

– Vivek Tiwari
CEO & Founder at Audix Technologies

StartUp Diaries

*This is ten percent luck
Twenty percent skill
Fifteen percent concentrated power of will
Five percent pleasure
Fifty percent pain
And a hundred percent reason to remember
the name*

When Fort Minor came up with the hiphop/rap song 'Remember the Name' in 2005, who would have thought it would define an entrepreneur's journey like none other.

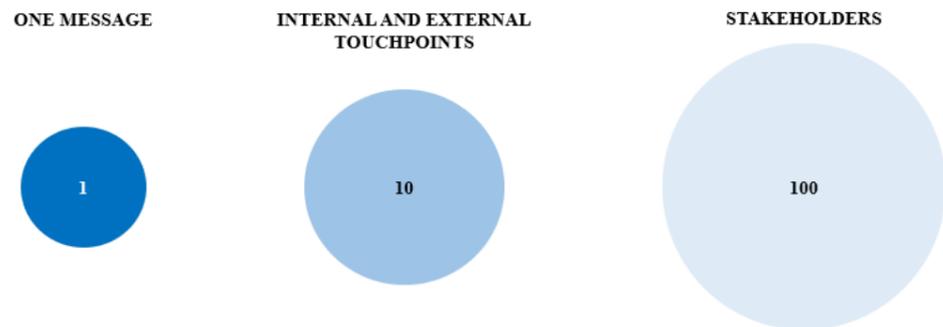
As per Government of India's Startup India, our country has the third largest startup ecosystem in the world and is expected to witness a consistent annual growth of 12-15% YoY. As you read this, there are millions of budding entrepreneurs working on that 'disruptive idea that has the power to change the world'. It is

not that easy to change the world though, is it?

Fierce competition, unrealistic expectations and managing financials are a few of the many challenges that one might face in the initial phase. How do we tackle them? Let's leave that question to be answered for another day, shall we? We're going to be a bit optimistic here. Let's assume the startup is up and running, there are still two significant hurdles that an entrepreneur might face:

- 1) Money (Getting someone to invest and back the venture)
- 2) Brand awareness (Create the right conversations around the startup)

Surprisingly, the answer to both these hurdles is the same – communication – *how one communicates about the venture in a way that it excites some to invest and others to write/talk.*



And this is where I would like to introduce the 1-10-100 model of communications.

Let me take a moment to explain what the 1-10-100 model is all about.

1 is the startup's core message / ideology that it stands for.

10 is deciding the channels of communications being used: who will lead the elevator pitch and how, which social media/digital platforms are required to build conversations.

100 is the stakeholder universe we are catering to and reach out to with the touchpoints.

While most of us look at communication and associate it with external channels, say the journalists & bloggers or social media channels of the organization, in most cases, the missing piece of the puzzle is internal communications outreach. Most of the startups in their early stages are a very lean team with the technical team members doing

double duty as the marketing team as well. It makes sense, one would say – after all, they understand the product/service inside out. However, what one might not understand is that the make or break in most cases is how well that elevator pitch goes. There, more than knowing about the subject, it's about how one talks about the subject. That's communication. How consistent is that elevator pitch to a long format interview appearing in Yourstory. That's communication. How well we are able to bind our story in a way that it 'wows' and excites your potential customer – that's communication.

To the entrepreneur who is reading this: after all the hard work you have done and the pain you went through to be where you are, your startup is a testimony to your skills and what you stand for. Now's it's time for the world to remember your name. And you will be able to do that with the power of communications.

- Abhishank Babbar
Associate Director - Genesis BCW

Secret to disruption

“Disruption” these days has become the key to proactive entrepreneurship. Disruption on its own is about challenging current practices and work to find positive alternatives; prototyping and changing how we think, learn, behave, do business, and mould with times.

To illustrate, let us analyze the things which affect us daily and the services which we use day in and day out - Cars, Living Space, Hotels/Apartments, Bikes/Scooters, Cycles, Basketball, Umbrella, Office Space, Boats, etc. These are all examples of how sharing is being extensively used to disrupt and drive businesses including Google, Zomato, Swiggy, Ola, Uber, Oyo, AirBnB, Aawfis, etc.

‘Sharing Economy’ has disrupted the ecosystem and is here to stay. Actually, Power Shift is from the Product Creator or Owner to the Ecosystem. The Ecosystem is what the customer wants and the companies are being chased to create customer-centric ecosystem. Some other examples where disruption has made inroads are Banks, Unsecured Loans, Loan on a click, Payment Gateways, E-Commerce Giants (which have mushroomed from nowhere), Ideas, Open Knowledge, etc. Disruption in Corporate Social Responsibility (CSR) is now required. Extending the disruption to Sustainable Development Goals, where CSR contributes in a big way, is required.

While the Government and the SEBI have done enough by bringing out clear cut policies of CSR in terms of numbers and guidelines, the individuals still have to be connected. Crowdfunding is prevalent these days and the following is worth mentioning

1) Preferred choice amongst youth for raising the capital along with engaging with existing and potential customers, which is another huge benefit

2) Helps making a connection (along with making cash) and that connection can lead to better insights about customer bases and how supportive they are.

3) Helps companies accelerate their growth at the same time as building a loyal community of supporters, thus helping to drive the brand forward by providing a customer base, and letting those customers actively buy into its success.

4) Offers a form of market research, as the company or individual running the campaign can gauge how much support they have, and perhaps even where that support comes from (if investors are not anonymous)

While democratizing the Capital is one such disruption, there are many more which can help utilize the energy and power of common man for the benefit of CSR. Let us all contribute towards the development of CSR and common man.

-Rajiv Sikka
CEO at IndianOil - Adani Gas Pvt. Ltd.

Successful start-ups founded during the 2007-2009 financial crisis

Along with individual's wellbeing, COVID 19 is significantly affecting the business organisations and the global economy. But, the 2007-2009 financial crisis has been an example that the way companies compose themselves during these tough times certainly defines the way they perform in future. This window was utilized by some of the biggest startups despite facing challenges in demand and supply mismatch, supply chain disruption and irregularities in funding.

Not only the last global crisis, but also in 1970's recession, the world's largest tech giants – Microsoft & Apple were founded. So, with the challenging funding scenario, the entrepreneurs must have an idea of how these companies performed and expanded over the years since inception.

DropBox



Dropbox is currently being used by more than 500 million people to store files on the Internet, and synchronize them across gadgets. It started its online operation with the Amazon cloud and Over the last two-and-a-half years, Dropbox has developed its own network and shifted its service onto a new class of machines structured by its own engineers. It highlights how cloud computing is rapidly transforming the way businesses operate and this has coerced giants like Google, Microsoft and Amazon to work on their own cloud services like OneDrive, Google Drive & iCloud.

WhatsApp



With over 2 Billion active users, WhatsApp is among one of the most popular mobile messenger apps worldwide. Launched in November 2009, exclusively at the App Store for iPhone, it is now available for all smart devices including PC as WhatsApp Web. On February 19, 2014 Facebook acquired it for US\$19 billion, which was the largest acquisition of a venture-backed company in history. It now supports various new features like WhatsApp Payment exclusive to India, make voice & video call and share location which is widely being used for business purpose as well.

Uber



Uber was first founded in 2009 by Garrett Camp and Travis Kalanick under the name Uber Cab. At the time, Camp first realized the need of an innovation when he spent \$800 hiring a

private car for himself and his friends to reach a destination. He started looking for ways to make the service more affordable to the average person. Camp came to the conclusion that allowing multiple people to share the cost of the service would bring down the cost to a great extent, and Uber Cab was born. In 2011, the company's name modified to Uber, and in 2012, Uber brought out UberX – a service which allowed people to work for Uber driving their own car. Today, Uber operates in 300 cities across 6 continents, and in 2016 Uber grossed \$20 billion. This is another example where innovation found its way through and blossomed despite the grim reality of recession.

Instagram



You need not start big to make it big. In 2010, two friends Kevin Systrom and Mike Krieger launched an app now known for the world as Instagram. As it happens most of the time, they had no idea such app would gain so much of popularity among the users. But on the contrary, the reality presented a different story. In fact, just two months after Instagram was launched, a million people joined the platform. At first, Instagram was only accessible for iPhones, but as the app started to gain popularity it was updated to be used also on Android. Sold to Facebook in 1 billion dollars, Today it's worth more than 100 billion dollars.

Conclusion

It is not always grim and dark in challenging times. As they say, the best of innovations come in most testing of times. We must be prudent and methodical in these times and should pragmatically look for potential sectors and avenues which we could help grow during the period. Like the last recession paved way for the biggest revolutions in social media, if we look for opportunities actively with proper research and analysis, we could create many more success stories in the period, which would serve as an example for the future generations to take inspiration from.

Support system requirement for startups

A Start-up

‘An entity working towards innovation, development or improvement of products or processes or services, which has a scalable business model with a high potential of employment generation or wealth creation, up to a period of 10 years since incorporation, turnover not exceeding one hundred crores in any financial year since inception’ is a Start-up.

In general, innovation and technology are assumed to be synonyms. Without a doubt adaptation of innovation in a technological setup is faster. But innovation is not restricted to technology alone. Technology is just an enabler. Innovation is an idea, product or service, a new method which solves a problem. Sachet revolution in India was started by Cavinkare in 1982, with an intent of solving affordability problem of rural consumers. Cavinkare is a privately held FMCG company today and has registered a turnover of Rs.1600 crore in FY18.

Blackboards became white because of potential risk posed by chalk dust and Pilot Corp started manufacturing Wyteboard whiteboard marker. The company reported a turnover of \$951.4 million in December 2019.

Entrepreneur

The road less travelled will always be full of surprises; and not all of them are pleasant. An entrepreneur can be forced into a situation of starting up or taking the reins over sooner than expected. In general, these are family situations which leave no choices. Some entrepreneurs do it by design; with a purpose. The very drive to achieve the purpose pushes them to take the plunge. The reasons can be value creation, recognition or creating employment; every entrepreneur gets a high

differently. These least risk-averse mindset individuals have an ability to take chances and create opportunities. Entrepreneurs identify gaps in the value chain of a product or service and design solutions. They team up with co-founders and draw up a vision to disrupt industries. Things never look same, once an entrepreneur revolutionize it.

The Figure-23b and Figure-23a highlights the ecosystem that start-ups need as support in their journey, at different milestones. Every stakeholder has a role to play in building this ecosystem. Most start-up entrepreneurs are first timers and hence need on-ground handholding. The leadership in bringing all the stakeholders together and making them accessible to the start-ups will steer a culture of start-ups for the entrepreneurs of tomorrow.

Conclusion

Peter Drucker rightly said, ‘the best way to predict the future is to create it’. A start-up ecosystem is an enabler for these creators. When budding entrepreneurs come forward to take the problems head-on, the future only gets better. The fear of failure and fear of unknown inhibits the spirit of entrepreneurship. The ecosystem cannot guarantee success; but can surely reduce the fear of unknown by drawing up a path. Just like roads ministry; it builds the roads and people go places.

-Vijay Bijlani
Director, Stories & Ideas

Management Solutions	Start-up Fund	Banks	Education Institutes	Start-up Index
Strategize & Plan	Bridge Funds	< Collateral Loan Ratio	Talent readiness	Relational Merchant Bankers
Execution	Contingency Fund	Preferred ROI	Ideas	Fair valuations
Ecosystem Navigator	Networking	< Bank Charges	Research	Faster TATs
People Design Function	Industry best practices	Fair Collateral Value	Industry Insights	Upgrades to main index
Governance	International oppurtunities	Limit Enhancements	E-cells	Investor Visibility
Operations & Processes	Inorganic growth options	-	Domain Expert intercatations	Capital Market forums
Leadership	Thought Leadership	-	2 yrs. backup to placements	-

Figure:- 23a

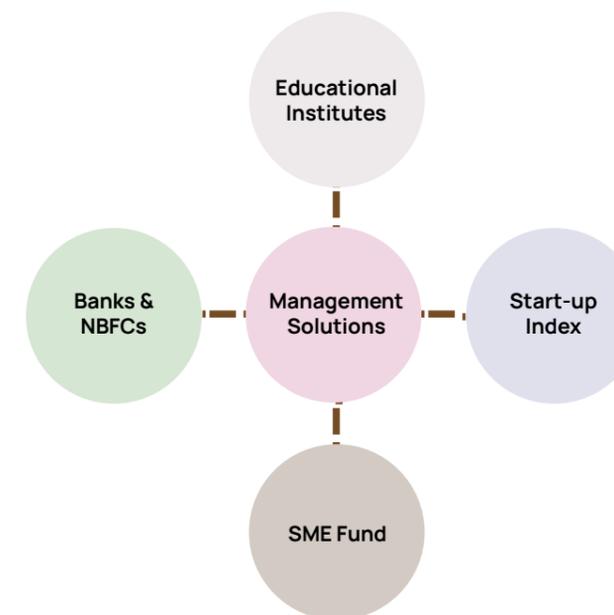


Figure:- 23b

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Startups

by our Alumni



UDTA TEER - Started in Jan'20. We are the food truck that serves India's Largest and Tastiest Pizzas. We also serve the tastiest Pastas, Grilled items, burgers & Beverages in India. We are trying to revolutionize the food truck/ Take Away restaurant industry in India.



CarEasy is a one-stop solution for hassle-free car repair, maintenance & Sanitization. We have started this company around 1 Year ago and generated revenue of 65 lakhs with 25% of the profit.



Matraa is a political campaign assistance company mainly operational in Bihar, Jharkhand, Maharashtra and UP. We are looking to expand in other territories as well as help corporate clients design their communication strategy in near future.



We find out exact problems being faced by students while appearing for any competitive exams, analyze the problems using educational analytical tools and give customized solution till they find success

PURPLE PATCH.

Born to Purple

We are dairy based startup started in the year 2018. We are exporters of dairy products and mainly Flavored Milk Beverage named Freezik. The flagship product of our company is Freezik Almond Delight. Freezik seeks to create and promote great-tasting, healthy, fairly priced beverages.

Our New CEO

FIED, IIM kashipur, is happy to welcome our new CEO, Mr. Shibananda Dash. Mr. Dash is a management graduate from IIM kashipur and has a good experience in startup ecosystem.

Mr. Dash was an executive management graduate from IIM kashipur and the gold medalist of his batch. He has two other Master's degrees also. He had the experience of running a hotel along with more than a decade experience in IT world before he joined FIED as its first Manager. He is also a published writer, his first novel being 'Never Apart' that was released by Ruskin Bond in 2016. A Texas A&M Univ dropout, he wants to make it big in the Startup ecosystem in India in any and every possible way. A health freak, he loves to lose himself in some sessions of Kick boxing.

We hope, under his leadership, FIED will be able to support startup ecosystem in more efficient manner.

You may reach out to him at:
fied.ceo@iimkashipur.ac.in





For the New Dawn pioneered by the brightest entrepreneurial minds. Uttishtha'19, the annual IIM Kashipur entrepreneurial summit was organised between 18-20th October, 2019.

The three day event was inaugurated by the Honourable Chief Minister of Uttarakhand, Mr. Triwandra Singh Rawat. His inputs and insights were an enriching experience for the team and a motivation for all the entrepreneurs who personally interacted with him. Utthishtha'20 boasted a startup bootcamp, pitching session in front of business experts, entrepreneurs meet and a startup expo. More than 100 startups participated in the event which was graced by 10+ investors from all across India. The diversity of thoughts and ideas left us all richer by the unforgettable experience. The event had a footfall of more than 8000 people, all contributing to make the event a grand success.

Utthishtha'20 left us with a nostalgia of the events organised, with an exhilaration of success and the motivation to usher in Utthishtha'21 with more vigor.