

TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

FOSTERING ENTREPRENEURSHIP IN
UNDERDEVELOPED REGIONS AND
UNDERPRIVILEGED COMMUNITIES

MSME INCUBATION CENTER,
TOTALSTART-IICML, STPI KOLKATA, WEBEL STP 2

SECTOR V, SALT LAKE, KOLKATA

WEST BENGAL 700091



**CREATION OF WEALTH
BY UNDERPRIVILEGED
FOR UNDERPRIVILEGED**
www.totalstart.org

TOTALSTART'S NATIONAL FLAGSHIP PROGRAM:

Incubating and scaling prospective or
existing micro & small, but potentially
scalable rural and district level
entrepreneurs.

TOTALSTART'S SECONDARY MISSION:

To Catalyse, Curate Incubate and
Commercialise DeepTech Innovations from
Technology Institutes of Excellences and
Govt. R&D Labs and through the
development of Innovation and Incubation
Centres of Emerging Technologies (IICET)
with National & State Governments

+91 33 23249575

+91 7003625771/2

+91 8777652767

TotalStart is a Section 8
not for profit company
registered under
Company's Act 2013 with
Ministry of Corporate
Affairs, legally founded
on 3rd. February 2014

**ONLY FOR
THE FIRE IN
THE BELLY
AND THE
DREAM IN
THE EYES**



About Us & Our Milestones

Was selected as MSME Incubation Centers in West Bengal and Jharkhand by MSME, GOI in January 2020

Was selected as an MSME Incubation Center in Jharkhand by Jharkhand Government in October 2019 with MOU signing with ABVIL, a Govt of Jharkhand Initiative

Has 100+ Senior Entrepreneur Mentors, Entrepreneur Mentors, Senior Intrapreneur Mentors, Technologists, Technology Entrepreneur Mentors on it's Mentor and Governance Board, some of them are nationally and globally known and acclaimed

Only engages Entrepreneurs as Mentors for supporting it's incubatees/mentees and strongly believes in the philosophy that Entrepreneurs (failed or successful) can only help develop Entrepreneurs, and rest can only act as domain experts for the growth path of an enterprise

Has been working in 25 Regional District Hubs across 12 states at different levels of engagement over different periods of time since 2010, 8 North Eastern States and 4 Eastern States has been the prime focus, through it's National Flagship Program of Incubating and Scaling Micro and Small Rural and District Level Enterprises (closely working with state industries or MSME Departments, District Magistrate's Office and District Industry Centre and all stakeholders in the District who can support fostering SME entrepreneurship in the District)

Has been operating an MSME Incubation and scaling Centre in Gangtok, Sikkim since 2012, the first physical centre Has incubated and now scaling a Public Limited company TribalAg Limited tribalag.in whose mission is to become the first and the largest Agritech Company founded by 1000 Tribal Micro Agripreneurs in India providing organic vegetables and fruits, processed organic agri-products and organic forest produce, with a robust rural supply chain engaging 10,000+ acres of tribal farmland and 10,000 acres of Sustainable Social / Village Tribal Forests

Has been running TSFE - The School For Entrepreneurs www.tsfe.in in a two year full program and 6 months boosting program in three centres of Gangtok, Jadugoda, Kalimpong & Kolkata.

Has been running a Visually Challenged Youth Entrepreneurship Development Center in Sheoraphuli, Hooghly, West Bengal since 2017 and before that a Blind Youth Home since 2008

The entrepreneurship development initiative for Visually Challenged and Differently Abled Youth which has culminated into a project called Mushroomers www.mushroomers.in and a company MushroomAg Private Limited co-founded by visually challenged youth



Was awarded the winner as the National Entrepreneurship Ecosystem Builder and Mentor of the acclaimed National Entrepreneurship Award by the Government of India www.neas.gov.in in January 2019 for our contribution for last several years for Incubating and Scaling Micro and Small Rural and District Level Enterprises



Executed the PMYUVA Program for MSDE, GOI from Jan 2020 till Mar 2020 to roll out an Entrepreneurship Development Program across 37 ITIs/ Polytechnics/PMKKs/JSSs across Bengal and carry out 10 Community Entrepreneurship Development Engagement in Bengal

totalstart@totalstart.org
secretariat.totalstart@gmail.com

TOTALSTART
ENTREPRENEURSHIP
ECOSYSTEM DEVELOPERS
FOSTERING ENTREPRENEURSHIP
UNDERDEVELOPED REGIONS & UNDERPRIVILEGED COMMUNITIES

ABOUT

TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

Totalstart Entrepreneurship Ecosystem Developers is a Section-8 Company registered under Companies Act, 2013 on 3rd February, 2014. It works in the space of Fostering entrepreneurship in underdeveloped regions and in underdeveloped communities. It helps in incubating and scaling prospective or existing micro & small, but potentially scalable rural and district level entrepreneurs. It helps in creating scalable community based aggregated enterprises for creation of wealth by underprivileged for underprivileged.

It has been working in 25 Regional District Hubs across 12 States at different levels of engagements.

It was selected as MSME Incubation centres in West Bengal and Jharkhand by MSME, GOI in January 2020.

It has been awarded the winner as the National Entrepreneurship Ecosystem Builder and Mentor of the acclaimed National Entrepreneurship Award by the Govt. of India in 2019 for it's contribution for the last several years for incubating and scaling micro and small Rural and district level Enterprises.

Our brochure is attached for details.

Website: www.totalstart.org

Facebook Page: <https://m.facebook.com/totalstart>

Our Notable Programs/Initiatives till date:-

1. **TotalStart's National Flagship Program:** Incubating and Scaling Micro and Small District Level Entrepreneurs (in 24 Regional District Hubs, across 12 states)

Website link: <http://www.totalstart.org/operations/totalstart-flagship-program-scaling-district-entrepreneurs/>

2. **MUSHROOMAG PRIVATE LIMITED**

Mission is to create gainful and dignified engagement for visually challenged and differently-abled youth, along with support for marginal farmers, catering to a market both urban and rural with a super-food high in protein and nutritious ingredients.

Our brochure is attached for details.

Website: www.mushroomers.in

Facebook Page: <https://m.facebook.com/mushroomers.in>

3. DOKRAARTS.COM

Mission is to save the ancient Indian Metal art form by creating a market for the products and thus helping the artisan's family engaged with this art to also have commercial viability in it.

We have been engaged with them since the last 5 years for their development and commercial viability. In 2020-2021 two boot camps were carried out under MSDE GoI PMYuva Project with the aim to scale through aggregated market inputs and market linkages through high value sales and sales through art auctioning. We are also supporting formation of a Private Limited Company owned and managed by beneficiaries, here the Dokra Artisans of the two villages of Bikna Bankura and Dwariyapur Purba Bardhaman.

Our brochure is attached for details.

Website: www.dokraarts.com

Facebook Page: <https://m.facebook.com/DokraArts/>

4. TNFC - THE NATURELLE FIBRE COMPANY

Mission is to create diverse Rural & Community Designer Groups. The potential of Rural Self Help Women Groups is unfurled and engaged across 100+ Community based groups supported by our experts at the Dedicated Design Centre. We are creating a Producers Company with the guideline support of NABARD, where stakeholders are the hundreds of cutting, tailoring, hand embroidery making women self-help groups supported and guided by master craftsman.

Our brochure is attached for details.

Website: www.tnfc.in

Facebook Page: <https://m.facebook.com/TNFCLimited>

5. TRIBALAG LIMITED

It is an Agri enterprise founded by Tribal Farmers & Micro Agripreneurs in Jharkhand providing traditionally organically farmed vegetables and fruits, processed organic agri-products and organic forest produce. TribalAg supports and provides better standard of living to the members and their extended community, provides health and medical services, welfare and community development services.

Our brochure is attached for details.

Website: www.tribalag.in

Facebook Page: <https://www.facebook.com/tribalAg>

6. TSFE - THE SCHOOL FOR ENTREPRENEURS

Mission is to help budding entrepreneurs to set the right foundations to start their venture.

Our brochure is attached for details.

Website: www.tsfe.in

Facebook Page: <https://m.facebook.com/tsfe.in>

7. TotalStart Blind Youth Entrepreneurship Development Initiative

Facebook Page: <https://m.facebook.com/totalstartblindyouth>

8. Kalimpong Floriculture Farmers Producer Company Limited

Website: www.kffl.in

Facebook Page: <https://m.facebook.com/kffltd>

9. Darjeeling Black - Darjeeling Small Tea Growers Association

Website: www.darjeelingblack.com

Facebook Page: <https://m.facebook.com/darjeelingblackSOTG>

10. Second Mission:

Catalysing curating incubating and commercializing deep tech innovations from Technology Institutes of Excellence and Government Research and Development Labs

Website: www.totalstart.org/deep-tech

11. Government Project: (PMYuva Yojana - Ministry of Skill Development and Entrepreneurship)

TotalStart - PMYuva Initiative

Facebook Page: <https://m.facebook.com/TotalStartPMYuva>

12. TotalStart Entrepreneurship Ecosystem Developers is well founded on the basis of two premises.

Premise 1: The foundation of our country lies in the rural and district heartland.

Premise 2: The foundation of the country is built by micro & small enterprises, scalable SHGs, industrial and agricultural cooperatives, producers companies who provides the socio-economic baseline for the country's stability, growth and mass employment & engagement and creation of wealth by the underprivileged for the underprivileged.

Based on these two premises TotalStart launched its mission of

"Fostering Entrepreneurship in the Underdeveloped Regions and the Underprivileged Communities"

of our country through a structured engagement process. It started with two states of Sikkim and West Bengal, very intensely at the beginning, from the year 2010 till 2014 and then from it's learnings evolved it's

National Flagship Program: "Incubating and Scaling Micro & Small, Rural and District Level Entrepreneurs"

which presently is working out in 25 Regional District Hubs (an RDH is constituted of 3 or 4 districts in a state) across 12+ states, at different levels of engagement, depending on the budget availability and the focus for the state for that year. This national program is mostly funded by the founding members of TotalStart and some select exceptional support through CSR funding. The struggle of the Entrepreneurship Ecosystem Builder TotalStart has been equally uphill, as that of it's beneficiaries and impactees – the micro and small enterprises at the rural and district levels. But the passion and dedication as entrepreneurs to make an impact as to where it matters the most is so very much ingrained in the DNA of the organization, it's founding members and it's Chief Visionary and Chief Catalyst Dr Suryanil Ghosh, that though it has been a tough struggle against all odds with hardly much support from any corner, the unrelenting spirit of "engaging and mentoring towards scaling rural and district enterprises" has carried on strongly and with higher intensity every year.

TotalStart's National Flagship Program focuses on scouting for at least 50+ select micro or small rural and district level prospective or existing potentially scalable enterprises across select 25 Regional District Hubs in 12+ select states in eastern and north eastern India, through it's structured year long engagement, every year. Once scouted through a very engaged process of intensive workshops and onsite due diligence, the selected ones are supported by TotalStart almost as a co-founding team member (but always a mentor, but with skin in the game) to possibly scale them to become an INR 1 crore to 10 crores plus company in the next 5 to 7 years. Thus creating local rural and district level socio-economic growth and for sure larger scale of rural and district level employment, and with where possible, close engagement and association with the District Industries Centres (DICs) in each District where it is engaged. A very tough journey TotalStart has had with more pitfalls and failures than successes with respect to the number of engagements with mentees and incubatees, the enterprises which get on board and who go for the long haul of scaling. It has touched hundreds but ultimately selected few stays on the path. But it has been constantly and dynamically learning, adapting, keeping in mind the sole mission of fostering entrepreneurship in underdeveloped regions and underprivileged communities.

Wrt underprivileged community engagement TotalStart has a unique focussed engagement which it started in 2016, a "Blind Entrepreneurship Development Initiative" which has now culminated in the formation of the first Private Limited Company in the country with co-founders as Blind and Differently abled Youth with the formation of the organization [MushroomAg Private Limited](http://www.mushroomers.in) in Coochbehar Bengal www.mushroomers.in. The vision is also to setup 12 Industrial Cooperative Societies across the country in 10 states, with 8 from the North East with the visually challenged and differently abled youth focusing on mushroom farming in greenhouses and align them with MushroomAg Private Limited for mushroom spawn supply and fresh mushroom sales and processing by buying it from them. Discussions are already on for such visually challenged groups in Namchi Sikkim, Kalimpong and Bantala West Bengal.

TotalStart's engagement with the Tribal youth and the tribal communities' existing and prospective micro and small entrepreneurs in the districts of East Singhbhum, West Singhbhum and Seraikela-Kharsawan, partially supported by a Tata group company [TSDPL](http://www.tspdpl.com) www.tspdpl.com needs a special mention, as this model of corporate engagement and support through affirmative action programs can be across the whole country, by enabling many more organizations like us.

We aim to keep doing the above-mentioned works for the development of the society by Incubating and nurturing scalable community enterprises thus creating wealth by underprivileged for underprivileged with financial support from corporates, individual donors and other crowdfunding forums. We have applied to the Income Tax Department to have us registered under 12AA and 80G provisions of the Income Tax Law in March 2021 to follow the rules as a Section 8 company for Income Tax Exemptions and CSR Funding alignment as per the new CSR Act notifications in February 2021 and also for Donation Collection purpose from individual donors.

Thanking You,

For Totalstart Entrepreneurship Ecosystem Developers

TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS
(A SECTION 25 COMPANY)


CHAIRMAN/DIRECTOR

Suryanil Ghosh
(Director/Chairman)
DIN: 06403581
Place: Kolkata

Contact- +91 7003625771
Email ID- shurjo.ghosh@totalstart.org

MUSHROOMAG PRIVATE LIMITED

A VISUALLY CHALLENGED AND
DIFFERENTLY ABLED YOUTH ENTERPRISE

www.mushroomers.in

93/B, ZAMINDAR ROAD

SHEORAPHULLY LP 67/15

HOOGHLY, WB 712223 INDIA



DEPARTMENT OF WOMEN AND CHILD
DEVELOPMENT AND SOCIAL WELFARE

State Award for Empowerment of Person
with Disabilities - 2017

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+91 9749077674

MUSHROOMAG PRIVATE LIMITED

A Visually Challenged & Differently Abled Youth Enterprise

www.mushroomers.in
7063783073 | 9749077674

Organic Mushroom Farming, Processing & Fine Food Specialties



MushroomAg
website

OUR ABILITY IS STRONGER THAN DISABILITY

SUMMARY OF MUSHROOMAG PRIVATE LIMITED's 1st ANNUAL GENERAL MEETING (NOVEMBER 25, 2020):

- APPROVAL OF THE ACCOUNTS FOR THE FINANCIAL YEAR ENDING 31ST MARCH, 2020.
- APPOINTMENT OF M/S. GARGARI & ASSOCIATES, AS STATUTORY AUDITORS OF THE COMPANY.
- OPENING ANOTHER BANK ACCOUNT FOR MUSHROOMAG AT SBI, SHEORAPHULLY, HOOGHLY, WEST BENGAL.
- IMMEDIATE PROCUREMENT OF DEEP FREEZERS, DEHYDRATORS AND BOTTLING MACHINES AIDING IN SELLING OF OYSTER MUSHROOMS & ITS PRODUCTS.
- IMMEDIATE DEPLOYMENT OF 10 VISUALLY CHALLENGED & DIFFERENTLY ABLED YOUTH FROM MUSHROOMAG'S 39 SHAREHOLDERS (yet to be formalised) AND BENEFICIARIES, WITH THE PROP FOR BRANDING AND CARRY OUT DIRECT RETAIL SALES AS VENDORS FOR GENERATING A DAILY INCOME FOR THEMSELVES.
- CREATING A NEW SBU FOR NON-MUSHROOM ACTIVITIES BY SETTING UP PAPER PLATE MANUFACTURING UNIT FOR ENGAGEMENT OF DIFFERENTLY ABLED YOUTH WHO ARE NOT MOBILE.
- RECRUITMENT OF MANAGEMENT/ ENTREPRENEURSHIP INTERNS TO ENGAGE WITH AND SUPPORT TEAM MUSHROOMERS TO BUILD UP THE ORGANIZATION AND SCALE IT, AND IN TIME, RUN IT ALONG WITH OTHER VISUALLY CHALLENGED AND DIFFERENTLY ABLED SHAREHOLDERS AND BENEFICIARIES ALSO A COFOUNDER AND SHAREHOLDER.

CHALLENGES

Visually Challenged Youth, several million in numbers, some literate, some semi-literate and some educated through Blind Education System or the regular education system hardly get an opportunity to get trained into gainful employment, and exceptionally some of them are employed. Gainful engagement is sometimes a challenge as an average employer finds it much convenient to employ a sighted person, then taking on the enhanced involvement in gainfully engaging one. Many times the blind youth are heavily exploited as their expectation towards living a standard base dignified life is quite low. So a monthly extremely low salary, with food and accommodation provided is more than enough w.r.t their expectations, which is exploited.

MISSION

Create gainful dignified engagement for visually challenged and differently-abled youth, along with support for marginal farmers, catering to a market both urban and rural with a super-food high in protein and nutritious ingredients.

IMPLEMENTATION STRATEGY

Create a Food Processing Cluster focusing on Mushroom and related agri-products backwards integrated with mushroom and related agri-farming inputs and outputs with Visually Challenged & Differently Aabled Youth as the main workforce, shareholders and cofounders, with the extension of the model in several states, for engaging many more visually challenged and differently-abled youth to help them live a very dignified life.

OUR PRODUCTS

- Fresh Raw Mushroom
- Mushroom spawn
- Mushroom Based Processed Products: Dried Mushroom, Vinaigretted Mushroom, Mushroom Crispies, Jerkies, Mushroom Protein Bar
- Mushroom Training Centre for local marginal farmers

**MUSHROOMAG
PRIVATE
LIMITED**



mushroomers@mushroomers.in | mushroomers.enterprise@gmail.com



MushroomAg AGM on Video Conference with Mr Pradip Sarkar (CEO & Director), Mr Pradip Das (Cofounder & 1st shareholder) of MushroomAg & TotalStart appointed Board Member Dr Suryanil Ghosh and Mr. Amrit Aninit from TotalStart.

Post AGM meeting with mentors of MushroomAg Mr Surajit Bose, Mr. Kallol Ghosh



MushroomAg Team at Project Site / Mushroom Cultivation Facility (Greenhouse) @ River Island Chhoto Salbari, Sitalkuchi, Coochbehar with TotalStart Mentor, Dr. Suryanil Ghosh





DokraArts Private Limited

Dokra is one of the ancient Indian Metal Art Form showcasing the local lifestyle and culture of people making the metal (brass) art. The vanishing wax method of metal casting, popularly known as Dokra, is a primitive technique. It can be traced back to the Indus Valley civilization and is considered popular because of its wide usage, cultural connectivity, and folk charisma.

+91 9749077674 | dokraarts@dokraarts.com
dokraarts.com | facebook.com/dokraarts

.....
Go to Online Dokra Arts Auction - totalstart.org/auction

DokraArts Private Limited

Bikna, Bankura, West Bengal • Dwariapur, East Bardhaman, WB

About Us

Two villages in West Bengal in Dwariapur, Purba Bardhaman and Bikna, Bankura having 300 plus Dokra Artisan families are engaged in this community enterprise through two Industrial Cooperative Societies. Their organised community enterprise building engagement is on since 2014 for their development and commercial viability. In 2020-2021 two boot camps were carried out under MSDE GoI PMYuva Project on the foundation of which a Producers Company is being created with a plugged in Private Limited Company where these 2 ICSs and their beneficiaries are coming into as partners and jointly engaged to create scale through aggregated market inputs and market linkages through high value sales and sales through art auctioning.

Our Products

Flagship Product - Dokra Beer Mug | Statues of Gods and Goddesses

Tribal Theme based Nature Capture | Tribal Figurines

Commissioning of Large Installations of Sculptures

Utilitarian Products - Door Handles, Key Hangers, Lamp/Candle

Stands, Storage Boxes, Pen Stand, Decorative Wall Hangings,

Decorative Show Pieces, Jewellery



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www.dokraarts.com | director@dokraarts.com



TNFC
The Naturelle Fibre Company
www.tnfc.in

Design & Manufacture & Wear

Let us bring your designs to life!

— CONTACT US —

Welcome

— FIND OUT MORE —

ABOUT US



Our Gifted Designers & Textile Artists & Hand Embroiders

Diverse Rural & Community Designer Groups At Your Service

Your Engagement Creates Sustainable Rural Communities

The potential of Rural Self Help Women Groups is unfurled and engaged across 100+ Community based groups supported by our experts at the Dedicated Design Centre





Engage & Participate In An Epoch Story In Making

A Public Limited Company Where Stakeholders are the Hundreds of Cutting, Tailoring, Hand Embroidery Making Women Self Help Groups Supported And Guided By Master Crafts Person

SOCIAL



ABOUT US

Creating Partnerships

Designing your own clothing can be daunting, especially when you are finally ready to manufacture! Making apparel is a group effort, so we work with you every step of the way to ensure that the final product is your dream come to life.

Dedicated to Quality

There's nothing more frustrating than brand-new clothing fraying after the first wash. We believe that quality should never be a compromise. No matter what type of design you're looking for, we guarantee durability. We want you to enjoy your new apparel for years to come and still supporting fair trade practices as our grass roots stakeholders are also owners of the producing enterprise.

100% Satisfaction Guaranteed

While engaging and partnering with us, we want you to be completely happy with the experience. If you have questions about us, our products, or even shipping, get in touch! We hope you continue to engage and partner with us for many years to come.

CONTACT US

We love to hear from our customers!

Do you have a question or concern? Are you looking for something in our shop? Let us know! We will get back to you as soon as possible with an answer.

 [Message us on WhatsApp](#)

TNFC - The Naturelle Fibre Company

CORP HQ - WEBEL IT Park KALIMPONG, Rishi Rd, Deolo, Kalimpong, West Bengal 734316, INDIA

Mobile/WhatsApp: +91 7003625771 | +91 75509 72239 | +91 62914 39425



The Origins

By TribalAg Limited By TribalAg Limited By TribalAg Limited By TribalAg Limited
By TribalAg Limited By TribalAg Limited By TribalAg Limited By TribalAg Limited
By TribalAg Limited By TribalAg Limited By TribalAg Limited By TribalAg Limited

About Us

The first and the largest Agri-enterprise co-founded by 1000+ Tribal Micro Agripreneurs in Jharkhand providing traditionally organically farmed vegetables and fruits, processed organic agri-products and organic forest produce, with a robust rural supply chain engaging 10,000+ acres of tribal farmland and 10,000+ acres of Sustainable Social / Village Tribal Forests



We plant, grow, cultivate, produce, deal in all kind of crops, vegetables, fruits and to carry on the farming activities by organic method or other methods, raise plantations of various forest species of proven utility and other agricultural, plantation, horticultural crops, medicinal and aromatic plants and to buy, sell, export, import, process, distribute, or otherwise deal with all kinds of forest crops, medicinal and aromatic plants, agricultural products and all activities incidental thereto.

Products

- Drumstick (Sahjan)
- Tomato (Tamataar)
- Cabbage (Gobhee)
- Bitter Gourd (Karela)
- Bottle Gourd (Laukee)
- Pointed Gourd (Parwal)
- Brinjal (Baingan)
- Ladies Finger (Bhindee)
- Papaya (Papita)
- Capsicum (Shimala Mirch) & Other Exotic Vegetables



We carry out any business or activity or service to support and provide better standard of living to the members and their extended community, providing health and medical services, welfare and community development services, housing, retail, infrastructure development and any other value added services by directly engaging the members and their extended community or jointly with strategic partners.



ऑर्गेनिक खेती के बारे में किसानों को दी जानकारी

આદુભોજન | સંચારવાહક

जादुगोड़ा एवं आसपास के किसानों को अभिनव खेती करने के लिये प्रेरित कर रही है दृढ़बल एवं लिमिटेड नामक संस्था। शुक्रवार को कंपनी के निदेशक स्वरनील घोष एवं खेताराम भुम्रू ने किसानों के लिये शिबिर लगाया और सॉल्यूशनों की अभिनव खेती करने की सलाह दी।

खोलेसाम ने कहा कि किसानों के पास जमीन है लेकिन दम से खेती नहीं करने के कारण उनकी आयक्ति रिशति सुधार नहीं रही है। उन्होंने कहा कि आर्थिक खेती करने वाले किसानों की सहजता से बेचने में भी कंपनी सहयोग करेगी। खोलेसाम की मांगें तो स्थानीय किसानों द्वारा उपजाई जाने वाले सब्जियों की मार्केटिंग दुर्घर्ष में करने उनकी कंपनी।



किस्सानी को औद्योगिक क्षेत्रों का महत्व बताते ट्राइबल एग संस्था के प्रतिनिधि।



TRIBALAG LIMITED
Empowered Tribal Agripreneurs
www.tribalag.in

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TSFE - THE SCHOOL FOR ENTREPRENEURS

40 HOURS ONLINE FOUNDATION PROGRAM FOR ENTREPRENEURS

MSME INCUBATION CENTER,
TOTALSTART-IICML, STPI KOLKATA, WEBEL STP 2

SECTOR V, SALT LAKE, KOLKATA

WEST BENGAL 700091



Join Us For The Challenge

www.tsfe.in

- The Program ensures that you have your foundations set to launch off as an entrepreneur
- The Faculties who engages with you as mentors are themselves senior intrapreneurs or entrepreneurs - successful or strongly on path of success

• **COURSE OUTLINE**

- FOUNDATIONS OF ENTREPRENEURSHIP & ENTREPRENEURIAL MINDSET
- IDEATION AND IDEA VALIDATION USING VALUE PROPOSITION CANVAS
- BUSINESS IMPLEMENTATION MODEL DEVELOPMENT USING BUSINESS MODEL CANVAS
- FINANCIAL PLANNING & FINANCIAL TOOLS TO MANAGE A BUSINESS
- BUSINESS PLAN PREPARATION FOR INVESTMENT
- DETAILED PROJECT REPORT PREPARATION FOR BANK FINANCING
- FUND RAISING TECHNIQUES

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Call us today! Make
a real difference to
jump-start on your
path as an
entrepreneur

**Special Offer
ONLY FOR
THE FIRE IN THE
BELLY AND
THE DREAM IN
THE EYES**



TotalStart's Support Ecosystem

March 2021

Mr. Kallol Kumar Ghosh, Director

TotalStart Entrepreneurship Ecosystem Developers

TotalStart - IICML, STPI Kolkata, WEBEL STP 2, 2nd Floor, DN - 53, Sector V, Salt Lake
Kolkata, West Bengal 700052, INDIA

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Overview

Primary mission: Fostering Entrepreneurship in Underdeveloped Regions and Underprivileged Communities

TotalStart's National Flagship Program: Incubating and Scaling Micro and Small District Level Entrepreneurs (in 24 Regional District Hubs, across 12 states)

<http://www.totalstart.org/operations/totalstart-flagship-program-scaling-district-entrepreneurs/>

Goals

Goal: Incubate and Nurture Scalable Community Enterprises thus Creating Wealth By Underprivileged For Underprivileged

Board of Directors

BOARD OF DIRECTORS TotalStart Entrepreneurship Ecosystem Developers



Sudip Bandyopadhyay, Group Chairman – Inditrade JRG Group



Dr. Suryanil Ghosh, Chairman – TotalStart



Cornelia Heinen, Director – TotalStart



Arnab Mukherjee, Director – TribalAg Limited



Showmick Sinha, Director – Concentrix



Kallol Kumar Ghosh, Director – TotalStart

Corporate Sponsors

TOTALSTART'S CORPORATE SPONSORS

**TATA STEEL DOWNSTREAM
PRODUCTS LIMITED**

tsdpl.com

TOTALSTART'S CORPORATE DONORS



azimpremjiphilanthropicinitiatives.org



futurenetwings.com



aavishkaarcapital.in



cimaglobal.com



accel.com



tarah.ai

Govt Partnerships



Program Support - Individual Sponsors

TOTALSTART'S INDIVIDUAL PROGRAM SPONSORS



Mr. Jaideep Chakrabarti



Mr. Subrata Mitra

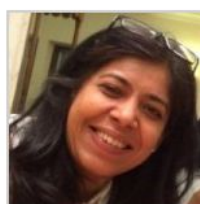
TOTALSTART'S INDIVIDUAL DONORS



Mr. Subho Samanta



Mr. Masayoshi Tamura



Ms. Mrinalini Gupta



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Select Volunteer Mentors (100+ Entrepreneur and Intrapreneur Mentors on Board to support our mission)

TOTALSTART'S VOLUNTEER MENTORS



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Mr. Udaya Lokre



Mr. Jonathan Ward



Mr. Rohit Tripathi



Mr. Tamal Mukherjee



Mr. Aniruddha Lahiri



Prof. Ashis Sharma



Mr. Som Banerjee



Volunteers

TOTALSTART'S VOLUNTEERS



Mr. Tenzing Kuensal Barphungpa



Mr. Sourodeep Ghosh



Mr. Babu Mondal

Office of Mentor and Governance Board Support Team

OFFICE OF THE MENTOR & GOVERNANCE BOARD TotalStart Entrepreneurship Ecosystem Developers



Ms. Beatrice Neela Ghosh, Executive Assistant – TotalStart
Mentor & Governance Board Office



Mr. Akaash Sven Ghosh, Executive Officer – TotalStart
European Liaison Office



Mr. Amrit Aninit, Entrepreneur in Residence – TotalStart
Mentor & Governance Board Office

National Flagship Program Details
&
SUMMARY ORGANIZATIONAL PROFILE
TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS



TOTALSTART'S NATIONAL FLAGSHIP PROGRAM:

**INCUBATING AND SCALING PROSPECTIVE OR EXISTING MICRO & SMALL, BUT
POTENTIALLY SCALABLE RURAL AND DISTRICT LEVEL ENTREPRENEURS IN
UNDERDEVELOPED REGIONS AND UNDERPRIVILEGED COMMUNITIES**

OUR GOAL ALONG WITH ALL STAKEHOLDERS FOR YEARS 2019-20 & 2020-21

1. 24 MONTHS
2. 25 REGIONAL DISTRICT HUBS across 12+ states (each regional district hub comprises of select adjacent districts with the core district HQ acting as the HUB)
3. 12+ STATES
4. 50 REGIONAL DISTRICT HUB LEVEL 2 DAYS MENTORING WORKSHOPS ON SCALING AND FUNDING
5. ABOUT 1250 LOW ENGAGEMENT MENTORING CONNECTS WITH MICRO AND SMALL RURAL & DISTRICT LEVEL ENTREPRENEURS, 50 IN EACH REGIONAL DISTRICT HUBS
6. 300 (50*6) DIRECT MENTORING INTENSIVE ENGAGEMENT WITH MICRO AND SMALL RURAL AND DISTRICT LEVEL ENTREPRENEURS ACROSS 25 REGIONAL DISTRICT HUBS
7. 100 TO 150 DAYS OF DUE DILIGENCE OF 4 TO 6 RURAL AND DISTRICT LEVEL ENTREPRENEURS PER REGIONAL DISTRICT HUBS FOR ALL 25 OF THE HUBS
8. AT LEAST THE DISCOVERY OF 100 POTENTIALLY SCALABLE AND FUNDABLE RURAL AND DISTRICT LEVEL MICRO OR SMALL ENTREPRENEURS
9. 1 GRAND BUSINESS MODEL COMPETITION FOR MINIMUM SELECTED 100 RURAL AND DISTRICT ENTREPRENEURS WITH MINIMUM 4 FROM EACH 25 REGIONAL DISTRICT HUBS
10. AWARD OF PRIZE INVESTMENT OF RS 50 LAKHS, RS 30 LAKHS AND RS 20 LAKHS FOR THE TOP THREE
11. EXPOSURE TO ALL 100 RURAL AND DISTRICT ENTREPRENEURS TO TOP VCs, ANGEL FUND NETWORKS AND INVESTMENT HEADS OF FINANCIAL INSTITUTIONS
12. AND A MAJOR BUZZ ACROSS ALL 25 REGIONAL DISTRICT HUBS FOR GOING THE PATH OF BECOMING SCALABLE ENTREPRENEURS AT DISTRICT LEVELS WHICH CAN TARGET

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National Flagship Program Details & SUMMARY ORGANIZATIONAL PROFILE TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

A GROWTH OF RS 50 CRORES IN NEXT 5 YEARS AND RS 100 CRORES IN NEXT 10 YEARS

13. CREATION OF REGIONAL DISTRICT HUB LEVEL WHATSAPP GROUPS FOR POTENTIALLY SCALABLE DISTRICT ENTREPRENEURS; STATE LEVEL FACEBOOK GROUPS FOR AGGREGATED REGIONAL DISTRICT HUB LEVEL ENTREPRENEURS FOR THE STATE - FOR CONTINUOUS ENGAGEMENT, SHARING AND INTERACTION
14. WORKING WITH THE 100+ SELECTED POTENTIALLY SCALABLE ENTREPRENEURS ON A 2 YEAR LONG FOCUSED SCALING AND INVESTMENT ENGAGEMENT FOR GROWTH WITH INVOLVEMENT OF IMPORTANT CONTRIBUTING STAKEHOLDERS FROM THE NATIONAL. STATE AND DISTRICT GOVERNMENT AND ADMINISTRATIONS, VCs AND FINANCIAL INSTITUTIONS, EXTENDED **GLOCALIZED** MENTOR & EXPERT NETWORK
15. AGGREGATION OF CHALLENGED EXISTING OR PROSPECTIVE MICRO ENTREPRENEURS THROUGH CLUSTER FORMATION AND THEN CREATING LEGAL BODIES TO PROVIDE A COMMON PLATFORM FOR ADMINISTRATION, SALES, MARKETING, FINANCE PROCUREMENT LEAVING THE PRODUCTION TO THE CLUSTERED MICRO ENTREPRENEURS AND THEN SCALING IS A MAJOR FOCUS AND HAS PROVEN TO BE THE MOST IMPACTING AND SUCCESSFUL METHOD FOR ENTREPRENEURSHIP DEVELOPMENT IN THE UNDERPRIVILEGED COMMUNITIES FOR TOTALSTART

(Note: 2020 is our 6th. year of this campaign, we started in May 2015 formally with 2 states)

PROJECT METHODOLOGY:

There will be three phases in this project.

Phase 1: (2 months)

1. A 2 month long focussed campaign to catalyse and curate about 100+ Rural and District Level Existing and Prospective Micro and/or Small Entrepreneurs from the Regional District Hub comprising of 2 to 4 adjacent districts
2. This will be done by closely working with the District Industries Centres under the Industry and Commerce Department or MSME Departments of the State Governments, the local District and State level Industry and Commerce Associations, District Magistrate's Office and any local body which has focus on scalable entrepreneurship development at the district level.
3. This will be done through several one on one meetings, small engaged workshops and some local ad campaigns through Social Media, and info share pamphlet distribution to local focussed groups.

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Phase 2: (3-4 months)

4. The 2nd phase will focus on 2 to 4 full two days workshop for curated 25-30 prospective or existing micro or small entrepreneurs chosen from the 100+ micro entrepreneurs with the final selection of about 6 micro entrepreneurs from each workshop
5. for the above selected entrepreneurs a business site due diligence will be carried out for half-day each.

Phase 3: (18 months)

6. At the end of the workshops we will be choosing a minimum of 10 and a maximum of 20 existing or prospective Micro and Small Rural and District Level Entrepreneurs who we will be engaging for the remaining of the financial year putting them on TotalStart's 2 year program for **Foundation Building for Scaling** and have milestone based growth management path for each entrepreneur.
7. Several workshops will be conducted for knowledge gain and expertise building during the first 3 months of phase 3.

About **TotalStart**:

1. **TotalStart Entrepreneurship Ecosystem Developers** is a Section 8 not for profit company registered under Company's Act 2013 with Ministry of Corporate Affairs, legally founded on 3rd. February 2014
2. **TotalStart's**
 - *Primary Mission* is to Foster Entrepreneurship in Underdeveloped Regions and Underprivileged Communities
 - *Secondary Mission* is to Catalyse, Curate Incubate and Commercialise Deep Tech Innovations from Technology Institutes of Excellences and Govt. R&D Labs and through development of Innovation and Incubation Centres of Emerging Technologies (IICET) with State Governments
3. **TotalStart**
 - was selected as MSME Incubation Centers in West Bengal and Jharkhand by MSME, GOI in January 2020
 - executed the PMYUVA Program for MSDE, GOI from Jan 2020 till Mar 2020 to roll out a Entrepreneurship Development Program across 37 ITIs/Polytechnics/PMKKs/JSSs across Bengal and carry out 10 Community Entrepreneurship Development Engagement in Bengal

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National Flagship Program Details & SUMMARY ORGANIZATIONAL PROFILE TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

- was selected as an MSME Incubation Center in Jharkhand by Jharkhand Government in October 2019 with MOU signing with ABVIL, a Govt of Jharkhand Initiative
- was awarded as the winner as the National Entrepreneurship Ecosystem Builder and Mentor of the acclaimed National Entrepreneurship Award by the Government of India www.neas.gov.in in January 2019 for its contribution for last several years for Incubating and Scaling Micro and Small Rural and District Level Enterprises
- has on its Legal Board 6 Directors of which 3 are full time directors
- has 125+ Senior Entrepreneur Mentors, Entrepreneur Mentors, Senior Intrapreneur Mentors, Technologists, Technology Entrepreneur Mentors on it's Mentor and Governance Board, some of them are nationally and globally known and acclaimed
- only engages Entrepreneurs as Mentors for supporting it's incubatees/mentees and strongly believes in the philosophy that Entrepreneurs (failed or successful) can only help develop Entrepreneurs, and rest can only act as domain experts for the growth path of an enterprise
- has been running it's operations since last 9 years mostly through internal funds raised from it's Directors on Board
- has been working in 25 Regional District Hubs across 12+ states at different levels of engagement over different periods of time since 2010, 8 North Eastern States and 4 Eastern States has been the prime focus, through it's National Flagship Program of **Incubating and Scaling Micro and Small Rural and District Level Enterprises** (closely working with state Industries or MSME Departments, District Magistrate's Office and District Industry Centre and all stakeholders in the District who can support fostering MSME entrepreneurship in the District)
- has been operating an **MSME Incubation and Scaling Centre** in Gangtok Sikkim since 2012, the first physical centre
- has been operating an MSME Incubation and Scaling Centre in Kathgodam, Uttarakhand since 2015
- has been operating an MSME Incubation and Scaling Centre in Jadugoda, Jharkhand since 2018 (focused on Tribal Entrepreneurs)
- has incubated and now scaling a Public Limited company **TribalAg Limited** tribalag.in whose mission is to become *the first and the largest Agritech Company founded by 1000+ Tribal Micro Agripreneurs in India providing organic vegetables and fruits, processed organic agri-products and organic forest produce, with a robust rural supply chain engaging 10,000+ acres of tribal farmland and 10,000+ acres of Sustainable Social / Village Tribal Forests*
- is engaged in starting four other similar public limited company creation and scaling projects in Agriculture and Animal Husbandry, as above, in the East and North East India, one in the states of Assam and Meghalaya and two in

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National Flagship Program Details & SUMMARY ORGANIZATIONAL PROFILE TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

- the state of West Bengal. Plans to start one each in the remaining 12+ states engaged in
- has been running **TSFE - The School For Entrepreneurs** tsfe.in a two year full program and 6 months boosting program in three centres of Gangtok, Kathgodam and Jadugoda
 - has been running **TSFWE - The School For Women Entrepreneurs** tsfe.in/tsfwe---the-school-for-women-entrepreneurs.html a 6 months boosting program in Kolkata focussed for Women Entrepreneurs
 - has been running a **Visually Challenged Youth Entrepreneurship Development Center** in Sheoraphuli, Hooghly, West Bengal since 2017 and before that a Blind Youth Home since 2008.
 - the *entrepreneurship development initiative for Blind and Disabled Youth* which has culminated into a project called **Mushroomers** www.mushroomers.in and a company **MushroomAg Private Limited** co-founded by visually challenged youth
 - has informally started it's work since 2010 as a CSR initiative of it's parent company TotalinX India in India and Total Infosystems GmbH in Germany which was founded by one of the present directors

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SUMMARY ORGANIZATIONAL PROFILE

Deep Tech Innovation and Incubation Networked Centers Initiative TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS



About **TotalStart**:

TotalStart Entrepreneurship Ecosystem Developers is a section 8 not for profit company focused on

FOSTERING ENTREPRENEURSHIP IN UNDER-DEVELOPED REGIONS & IN UNDERPRIVILEGED COMMUNITIES

Deep Tech Innovation and Incubation Networked Centers Initiative:

Mission Statement: Catalysing, Curating, Incubating and Commercializing Deep Technology enabled Innovations from R&D of Technology Institutes of Excellence and Govt. R&D Institutions.

In this realm of activity we are also developing an

"Innovation and Incubation Centre for Machine Learning and AI" (IICML)

which we already have set up one in Kolkata, West Bengal and actively planning to set up one in each state in East and North East India under the direct Mentorship of Dr Suryanil Ghosh, Chairman of TotalStart whose area of Research during his PhD 25 yrs back was in Artificial Intelligence and Dr Srinivas Padmanabhuni, ex-President of ACM India, who is one of the main champion of Machine Learning and AI in India and also has a PhD in AI.

The other Innovation and Incubation Centres in other East and North East States will not necessarily focus on AI & ML but on technologies which will develop innovation based solutions and help creation of a new breed of tech driven employment relevant for the state supporting the states growth.

TotalStart's earlier Avatar before 2010 was as a deep technology product investor and marketer based in Saarbruecken, Germany - Total Infosystems GmbH. which closely worked with, invested and marketed globally two Israeli product companies of which one recently got acquired by IBM and the other by Software AG. So the drivers understand the Israeli deep tech startup ecosystem and are also closely working with the Israeli Startup Ecosystems along with that of Germany and for sure USA in the deep tech space and Canada in AI in particular. We very closely engage with Tel-Aviv University's Startau Incubator, one of the foremost in Israel, plus we have all extended network in top deep technology driven institutes and VCs across the country and globally. (See concept and implementation note at the end of the document on IICML).

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SUMMARY ORGANIZATIONAL PROFILE

Deep Tech Innovation and Incubation Networked Centers Initiative TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

MISSION:

Because of the deep expertise and experience we have in our Mentor and Governance Board and our extended global and national Mentor Network in deep tech innovation space and the big gap in the ecosystem wrt efforts towards it, we have taken on the responsibility to create a strong result oriented focused approach towards deep tech innovation lead research and creation of new technology which will support deep tech based solutions with globally viable and scalable enterprises with generation of a new breed of tech driven youth employment.

Our Focus and Approach:

TotalStart has initiated the facilitation of the first **Deep Tech Innovation & Incubation Networked Centres Initiative** to catalyse, curate and incubate deep tech innovation in India focusing on six pillars: (a) Artificial Intelligence/Data Sciences/Business Intelligence, (b) Block Chain and Fintech (c) IOT, (d) Cyber Security, (e) VR/AR/MR/Video Gaming and (f) Advanced Mobile & Social Internet and other non Information Technology areas like Health Tech, Material Tech etc. Discussions have been kick-started with several state Governments in India for engagement and support. This will be the first and one of a kind initiative in the country where there will be strong cross country collaboration between Germany, Israel, Canada, US, Japan and for sure within India both across Research Institutions and Industries to develop Collaborative Solutions using deep technology directly applicable for the industry, having strong commercial viability, value and scalability. VCs and deep pocketed Tech HNIs have also been lined up to support. We are engaging with Industry who will sponsor and support industry focused solutions specific to their industry in this space. We are reaching out to some of our networked friends who we believe, believes in excellence and would like to support the pursuance of it. We strongly believe in getting national and global level support and already seeing early signs for it in our endeavour to create a world class Deep Tech Networked Collaborative Innovation and Incubation Program in India with cross industry and cross top Indian and global research collaboration to bring in excellence to our world of creating deep innovation led technology solutions resolving real world gaps or probing into new areas to resolve problems which lies in the future. We are also closely working out with DIPP, MEITY, DST and Niti Aayog, Govt. Of India on this.

Background:

The minutes of the first and significant meeting held of the Core Catalysing Committee for this Initiative is given below:

1st. Meeting Held: 16th June 2017

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SUMMARY ORGANIZATIONAL PROFILE

Deep Tech Innovation and Incubation Networked Centers Initiative

TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

Attendees:

- Dr Srinivasan Padmanabhuni, Director – Tarah AI; Ex President ACM India; Charter Member, TiE Delhi
- Rakesh Pandey, Director – Oracle; India
- Dr. Suryanil Ghosh, Chairman, TotalStart; Charter Member, TiE Delhi
- Dipankar Chakrabarti, Executive Director – PWC
- Mrs. Cornelia Heinen, Director, Totalstart

Points discussed:

1. The Core Catalysing Board for this Deep Tech Innovation Initiative is initially comprised of 5 members whose names are mentioned above
2. Srinivas was requested to Chair the Initiative and Rakesh to Co-Chair. Suryanil will act as the General Convenor. In absentia Dipankar was requested to take on the mantle of Industry Engagement Convenor and Cornelia VC Fund and Startup Ecosystem Engagement Convenor
3. This initiative is taken up under TotalStart's Deep Tech Innovation and Incubation Networked Centers Program
4. The purpose of this initiative is to continuously and consistently support the catalysis of research based deep technology innovation lead incubation of solutions solving critical problems of industry or society and which can be developed at an industry level, commercialized and funded for sustainable and profitable growth
5. This initiative will focus on catalysing research based fundable projects which are ready or close to ready to be brought out to the industry, from public research organizations, academic institutions, R&D Labs and private research & academic institutions in India with appropriate global collaboration as and when required, with appropriate industry, VC, government or private funding
6. 4 to 5 focus areas for curating these projects will be decided upon with some more exploration, but the areas which at present interests us are: Deep Learning, India Stack for Open Source Platform, Alternate Energy, Medical Technology, and others could be chosen based on our exploration
7. Srinivas had agreed to engage with IISc, IIT Bangalore and IIT Chennai, IIT Hyderabad, Bangalore based Government R&D Labs in Bangalore to nominate research groups or individuals who we can co-opt for our initiative, Rakesh will do the same for North India specifically NCR area and Suryanil for Eastern and North Eastern India. We have to include someone in this group based in Mumbai who can cover Western India
8. For the launch event on 25th or 27th. of Nov from 11 am to 6 pm at Kolkata, all core catalysing board members will propose names who can be called for to participate in the brainstorming session which is going to be the launch of this initiative. Srinivas had suggested certain names and so did Suryanil. Request all core catalysing board members to share them with names and background
9. The venue as has been suggested by Dipankar could be CII Neotia Centre in Salt Lake Kolkata
10. Approximate budget for this single event could be around Rs 2 lakhs with maximum participants to be 50, where this event will be carried out in a summit – workshop mode with special invitations mostly and some public participation post approval of the core committee

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Deep Tech Innovation and Incubation Networked Centers Initiative

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11. As this is not an event but a continuous program, our aim is to raise sponsorship and funding as much as possible to carry out this program on a consistent and continuous basis over the next 3 years and then revisit and evaluate the outcome for the next phase
12. We may need to induct in more expert committee members to lead our initiatives wrt the varied specific technology domains we chose and an Advisory and Governance Body (AGB) to be formed over the Core Catalysing Board comprising of Directors (or appropriate equivalent persons) of all interested IITs, NITs, Universities, Research Institutions both Government and Private to support and guide this Initiative, chaired by an elected Chair from the AGB.

Next Steps:

1. Engaging with the Institutional Heads of top Academic, Research and Development Institutions and organisations, Industry Stake holders and VCs and select Govt. Depts. both at state level and nationally in India to take part in this Initiative (Till date Director of IIT KGP, Director of IIT Delhi, VC of MAKAUT, Director of IIT Bhubaneswar, Director of IIT Patna, Director of IIT Guwahati, VC of Manipur University has been engaged with at a preliminary level)
2. Formation of the Advisory and Governance Board for the Initiative from the Stake holders as engaged above
3. Getting a senior representative from each stakeholding organizations engaging in this program as a part of the Core or Extended Catalysing Board.
4. Curating select innovation based projects being carried out at the participating organizations to become the first batch of incubated solutions from this Initiative and have them present at the launch event or later to expert domain members and Investors for possible investment (A visit to the individual institutes or organizations may be required for this).
5. Confirm participation of the representing Core Catalysing Board Members from the participating organizations to the launch event for the brainstorming session.
6. Post the launch event, carry out quarterly 2 days intensive workshops at participating organizations on a rotation basis where individual researchers and developers can present their ongoing research or developed work to all participants internally or externally.
7. A database will be created, maintained and managed for all presented and curated deep tech R&D solutions and regular inputs and guidance will be provided to the deep tech R&D teams by the global expert and investment committee formed, towards commercialization and possible path of investment towards scaling.
8. Every year one Annual Event for the final curated deep tech solution Investment will be organized along with a brainstorming session.

Our engagement steps with individual Govt Lab R&D and Academic Institution R&D:

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Deep Tech Innovation and Incubation Networked Centers Initiative TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

1. Form a core group of Professors and Lead Researchers who are conducting Deep Technology Research or have inclination to do so within the Institution
2. Enumerate all the deep technology research which is happening at institute in details with support of the core group of Professors and Research Leads at your institute.
3. Review with our National and Global Experts with several mutual engagements and exchanges and evaluate from the enumerated research what can be commercialized within (a) next 2 years, (b) next 5 years, based on the status of R&D on that applied deep technology focus area. Create detail compiled notes on all the evaluated work happening.
4. Engage our national and global network of Industry, HNI & Industry Tech Investors and VCs interested in these deep technology research areas on individual projects for both guidance and support and possibly early investment or Investment lock-in.
5. Engage our national and global network of Industry Technology Mentors interested in these deep technology research areas on individual projects for both guidance and support and using their network and knowledge to take it to commercialization.
6. Every year conduct a presentation in an investor summit at the participating institutes of all deep technology enabled research and development taken through from step (2) till step (5) and take them through the logical path of launching as commercial Deep Technology Scalable Enterprises through investments from the investors.
7. This program we initially would like to carry out for next three years and then evaluate the outcome to carry forward
8. ENGAGE SPECIFICALLY WITH MACHINE LEARNING RESEARCHERS ACROSS INSTITUTES & R&D LABS ACROSS INDIA AND ABROAD AS APPROPRIATE. BRING THEM UNDER THE FOLD OF THE INNOVATION AND INCUBATION CENTRE FOR MACHINE LEARNING AND AI (IICML). ENGAGE WITH THEM WITH STRONG ENGAGEMENT OF MENTORING, ALONG WITH INDUSTRY ENGAGEMENT FOR SPECIFIC SOLUTIONING, INDUSTRY GENERATED FUNDING, AND THEN BRING FUNDING TO THE SELECT ONES WHICH HAS THE POTENTIAL FOR SCALING WITH INDUSTRY SOLUTIONS FROM DEEP TECH VCs WHO WILL FURTHER HELP SCALE.

Contact Us

We are here to take you on the unbeaten path of glory
We ensure that the hidden or flourishing spirit of entrepreneurship is unfurled in you
We school the creation and take off of scalable enterprises by you

TotalStart @ Gangtok

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INDIA 737102
Tel: +91 3592 271193
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TotalStart@ Kolkata

Located at:

IICML – Innovation and Incubation Centre for Machine Learning

TotalStart Bengal Innovation & Incubation Center

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Important Links:

<http://www.totalstart.org/deep-tech/innovation-and-incubation-center-for-machine-learning-iicml/>

<http://www.totalstart.org/deep-tech/deep-tech-innovation-incubation-networked-centers/>

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Chairman – Inditrade JRG
Group



Dr. Suryanil Ghosh, Chairman –
TotalStart



Kallol Kumar Ghosh,
Director – TotalStart



Cornelia Heinen,
Director – TotalStart



Arnab Mukherjee, Sr.
VP. – Adfactors



Showmick Sinha,
Director, Concentrix

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| | | |
|--|---|---|
|  <p>Vikram Gupta, Founder & Managing Partner, IvyCap Ventures Advisors</p> |  <p>Sudip Banerjee, Past President Wipro</p> |  <p>Sonia Bashir Kabir, Managing Director, Microsoft – Bangladesh, Nepal, Bhutan and Laos</p> |
|  <p>Sameer Garde, President CISCO South Asia</p> |  <p>Phanindra Sama, Co-founder, Redbus.in</p> |  <p>Sunil Antani, Past Vice Chairman Bank of America (Technology)</p> |
|  <p>Michel Teyssdre, Owner Expand Technology Group</p> |  <p>Anil Kejriwal, Venture Capitalist & Serial Entrepreneur</p> |  <p>Bhaskar Majumdar, Managing Partner, unicorn Ventures</p> |










TotalStart Entrepreneurship Ecosystem Developers
A Section 8 Company - LLPIN/CIN/1A Ref No: U74900WB2014NPL199951

Web: www.totalstart.org



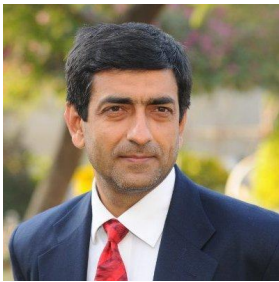

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SUMMARY ORGANIZATIONAL PROFILE
Deep Tech Innovation and Incubation Networked Centers Initiative
TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

| | | |
|---|--|--|
|  <p>Brig. Dr. S. Mishra, Ex-Vice Chancellor Sikkim Manipal University</p> |  <p>Peter Church, Chairman, AFG Venture Group</p> |  <p>Dr. Sumit D. Chowdhury, Founder Gaia Smart Cities</p> |
|  <p>Sharad Shrivastava, Past President CSC</p> |  <p>Mrinalini Gupta, Country Manager – India Fund AA</p> |  <p>Reji Kumar Pillai, General Partner Magnetar Venture</p> |
|  <p>Masayoshi Tamura, GM-Hitachi</p> |  <p>Satish Mehta, Director, Scsi Venture Advisors; Director, Development Catalysts</p> |  <p>Aniruddha Lahiri, Founding Chairman, Trishul Engineering Services, Past President – Bengal Chamber, The Chatterjee Group</p> |

SUMMARY ORGANIZATIONAL PROFILE
Deep Tech Innovation and Incubation Networked Centers Initiative
TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

| | | |
|--|--|---|
|  <p>Sir Ganesan Natarajan, Topaz Solar Pvt. Ltd.</p> |  <p>Sasha Mirchandani, Managing Director, Kae Capital</p> |  <p>Sudip Nandy, Operating Partner, Chrys Capital</p> |
|  <p>Vinod Sood, MD, Hughe Systique Corporation</p> |  <p>Mahavir Sharma, Chairman & Co-founder, RAIN – Rajasthan Angel Innovators Network</p> |  <p>Vineet Rai, CEO & MD Aavishkaar Venture Capital</p> |

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Entrepreneur Mentors

| | | |
|---|---|--|
|  <p>Namrata Sharma, Founder Krayon Pictures</p> |  <p>Saumil Majmudar, MD Edusports</p> |  <p>Shubhodip Ghosh, Director, Pipercube Technologies Pvt. Ltd., Vice President TotalinX Group</p> |
|  <p>Dr. Srinivas Padmanabhuni, Co-founder, Citymandi.in, Chief Mentor Tarah Technologies</p> |  <p>Ishitashri Shandilya, Founder MITHILAsmita Art</p> |  <p>Dr. Arjun Adhikari, Founder CEO Paksam Group</p> |
|  <p>Rajat Tuli, Co-founder Happily Unmarried</p> |  <p>Jaideep Chakrabarti, MD, Future Netwings</p> |  <p>Akshai Varde, Founder Vardenchi Motorcycles</p> |

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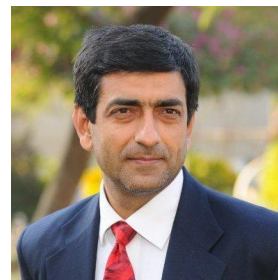
SUMMARY ORGANIZATIONAL PROFILE
Deep Tech Innovation and Incubation Networked Centers Initiative
TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS



Jeeven Jyoti Saini, CEO –
QuantumLama
Consulting, Director;
TotalStart, Executive
Director



Vinod Keni, Partner – Artha
Ventures, Founder – Peachtree
Mgmt. Advisors



Mahavir Sharma,
Chairman & Co-founder,
RAIN – Rajasthan Angel
Innovators Network

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TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

Innovation Mentors



Prof. Randy Goebel, Founder, Alberta Machine Learning Institute, Canada, Professor, Dept. of Computing Science, University of Alberta, Canada, Advisory & Governance Board, IICML-Innovation and Incubation Centre for Machine Learning



Prof. Aditya Ghose, Director at Decision Systems Lab, University of Wollongong



Dr. Srinivas Padmanabhuni, Past President ACM India, Chief Mentor, IICML – Innovation and Incubation Centre for Machine Learning, Co-founder, City Mandi

SUMMARY ORGANIZATIONAL PROFILE
Deep Tech Innovation and Incubation Networked Centers Initiative
TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

Intrapreneur Mentors

| | | |
|---|---|---|
|  <p>Tony Chan, CFO Asia Pioneer Entertainment</p> |  <p>Arnab Mukherjee, Sr. VP Adfactors</p> |  <p>Dipankar Chakrabarti, Executive Director – PriceWaterhouseCoopers</p> |
|  <p>Samiran Gupta, ICANN - India Head</p> |  <p>Surajit Bose, Ex-CFO, Procter & Gamble Australia</p> |  <p>Debashis Biswas, CEO, Simaces International</p> |

SUMMARY ORGANIZATIONAL PROFILE

Deep Tech Innovation and Incubation Networked Centers Initiative TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

Our Technology Mentor Board (only selective shown, 73+ Technology Mentors)



INNOVATION AND INCUBATION CENTRE FOR MACHINE LEARNING (IICML)

Mission: Creation of a Government, Industry, Academia, R&D Lab, VC, Senior Deep Tech Evangelist Partnership founded Open Innovation and Incubation Centre Focused on Machine Learning by bringing in and engaging the best resources from across the globe to create Industry Solutions, Consumer Solutions and Public Benefit Solutions

Key Players & Stakeholders:

- Technology Institutes (National, State and Global)
- R&D Institutes (National and Global)
- Industry (Global and National)
- State Governments (IT&E Departments)
- National Government (DST, IT&E Department, Niti-Aayog, DIPP)
- Venture Capital Funds (National and Global)
- Government Venture Funds (National and State)

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SUMMARY ORGANIZATIONAL PROFILE

Deep Tech Innovation and Incubation Networked Centers Initiative

TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

- Deep Technology Evangelists and Senior AI Researchers and Mentors/Advisors
- Top Global Companies engaged in AI (Like Google, Amazon, IBM and others)
- Advisory and Governance Board for IICML / Deep Technology Network Centre Initiative
- Deep Technology Core Catalysing Board for IICML / Deep Technology Networked Centres Initiative

Infrastructure Requirement:

- An optimal physical space (5000 sq ft. max.) is required for the Centre which should be provided free by any state or national government for a gestation period of 5 years. The notional value of the cost for the infrastructure should be calculated for the period and should be considered as a part of the stake holding in the incubated companies at an optimal value. Past five years the Centre should be able to pay a regular rent to the physical space provider (hopefully the government is still involved)
- Basic Computing Framework (hardware and software) geared towards supporting Machine Learning based complex and robust application solutioning. Focus should be using more open source and on the cloud resources
- High Speed and High Volume Connectivity is a must, with possible pipes to large computing facilities nationally and globally

Human Resource Requirement:

- Senior AI Experts and Deep Technology Evangelists with strong Global and Local Connect
- Senior Deep Technology Entrepreneurs and Entrepreneurship Evangelists with strong Global and Local Network
- R&D Researchers in Machine Learning with a strong knack for application oriented solutions for old challenges or new vistas
- Global & National Network of Researchers in Machine Learning and AI to collaborate and participate

Funding Requirement:

- A base level fund to run the operation with a strong Advisory and Governance Board and an active and dynamic Deep Technology Catalysing Board will be required to be monetarily supported for first the 2 years from the Government (State or National level or combined)
- In these 2 years funds will be raised by the Deep Technology Catalysing Board from both the Industry and the VC funding ecosystem for specific Industry solutions or specific VC fund focussed solutions.
- For Public Benefit focused solutions Government Funds should be raised and invested both from the state and the national Government
- Raise Funds for vertical specific industries nationally and globally from specific industries for implementation execution and seed funding of innovations upto an amount of USD 5 million per industry

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Deep Tech Innovation and Incubation Networked Centers Initiative

TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

- Raise Funds for horizontal solution areas nationally and globally from VCs upto an amount of USD 5 million per area of focus
- Fund requirement is basically for the initial startup of the centre and the running operation of the centre and its activities and then investments in innovation solutions from R&D to incubate at the IICML physically and virtually in a collaborative way

BASED ON THE LOCAL STATE AND INDUSTRIES SUPPORT THE LOCATION OF THE CENTRE WILL BE DECIDED. FOR INITIAL PERIOD OF 6 MONTHS IT WILL RUN FROM THE EXISTING SETUPS OF TOTALSTART

TOTALSTART BEING A SECTION 8 COMPANY HAS THE PROVISION, AND SO WILL ACT AS AN INITIAL VEHICLE FOR CATALYSING THIS INITIATIVE, BUT LATER A SEPARATE ENTITY CAN BE CURVED OUT AND LAUNCHED WITH APPROPRIATE STAKEHOLDERS

THE SELECT MEMBERS FROM THE DEEP TECHNOLOGY CATALYSING BOARD WILL LEAD THE IICML INITIATIVE AND MANAGE IT AND OWN THE IMPLEMENTATION AND EXECUTION OF IT

PRESENT SELECT MEMBERS

CORE CATALYZING BOARD

- Dr. Srinivas Padmanabhuni (www.linkedin.com/in/spadmanabhuni)
- Dr. Suryanil Ghosh (www.linkedin.com/in/shurjo)
- Mrs. Neelima Vobugari (www.linkedin.com/in/neelimavobugari)
- Dr. Aditya Ghose (<https://www.linkedin.com/in/aditya-ghose-70b420/>)

Others will be included in the Core Catalysing Board as appropriate with the advise and guidance from the Advisory and Governance Board of IICML

EXTENDED CATALYZING BOARD

- [Prof. Partha Pratim Das](#), Head, RMSOEE, IIT KGP
- [Prof. Ramesh Loganathan](#), IIIT Hyderabad
- [Mr. Ravi Jagannathan](#), CEO, KrypC
- [Mr. Vinod Sood](#), MD, Hughes Systique
- [Mr. Hemendra Mathur](#), Partner, Bharat Venture Fund
- [Mr. Miten Mehta](#), Board Member & Co-Chair, Tech SIG (AI and Block Chain), TiE Global, TiE SV
- [Dr. Prithwis Mukherjee](#), Director, Data Analytics Dept, Praxis Business School
- [Mr. Rehan Yar Khan](#), Founder, Orios Venture Partners
- [Mr. Sasha Mirchandani](#), MD, KAE Capital
- [Prof. Sudeshna Sarkar](#), Professor, IIT KGP (invited)
- [Dr. Anil Wali](#), MD, FITT, IIT Delhi (invited)
- Mr. Subrata Bagchi, President, TCG Digital
- Mr. Mayank Vatsa, Head, Infosys Center for Artificial Intelligence (invited)
- Dr. Sandipan Sarkar, CTO-AI & IOT Practice, IBM (invited)
- Prof. Utpal Garain, MU, ISI Calcutta (invited)
- Prof. Rupesh Chaturvedi, Dean R&D, JNU (invited)
- Prof. Somprakash Bandyopadhyay, IIM Bangalore
- Mr. Vishal Arora, CEO, Vara United
- Mr. Anindya Mitra, Director, IBM (invited)

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SUMMARY ORGANIZATIONAL PROFILE

Deep Tech Innovation and Incubation Networked Centers Initiative

TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

- Select Others

ADVISORY AND GOVERNANCE BOARD

- [Prof. Randy Goebel](#), Founder, Alberta Machine Intelligence Unit
- [Prof. Jia-Huai You](#), Professor, Dept. of Computing Science, University of Alberta, Canada
- [Prof. Sanghamitra Bandyopadhyay](#), Director, ISI Calcutta (invited)
- [Prof. Gautam Biswas](#), Director, IIT Guwahati (invited)
- [Prof. V. Ramgopal Rao](#), Director, IIT Delhi (invited)
- [Mr. Vineet Rai](#), Founder, Aavishkaar
- Prof. Adya Prasad Pandey, VC, Manipur University (Invited)
- Prof. Sourav Pal, Director, IISER Kolkata (invited)
- Prof. Pushpak Bhattacharya, Director, IIT Patna (invited)
- Prof. Anupam Basu, Director, NIT Durgapur (invited)
- Prof. Ashis Sharma, Director, SMIT (invited)
- Select Others

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TOTALSTART ENGAGES IN AFFIRMATIVE ACTION
THROUGH ENTREPRENEURSHIP DEVELOPMENT
OF TRIBALS IN JHARKHAND



TOTALSTART IMPLEMENTS THE PROGRAM OF
INCUBATING AND SCALING TRIBAL MICRO
ENTREPRENEURS IN EAST & WEST SINGBHAM
DISTRICTS IN JHARKHAND

Program - Summarized

1. A core team constituting of TotalStart's Mentor and Governance Board Members was formed to steer, execute, monitor and measure this 5 year long program of incubating and scaling, around 500+ District Level Micro Entrepreneurs, specifically from the Regional District Hub of Jamshedpur, covering the 2 Districts of East Singhbhum and West Singhbhum in the state of Jharkhand.
2. The target was set to have at least 50% of the engaged Micro Entrepreneurs in this program from the SC and ST Community from the Regional District Hub, in alignment to the Affirmative Action Focus.
3. The project was officially kicked off on 16th. May 2018 and the onsite engagement started from the 1st. week of June 2018. There were three phases in this project.

Phase 1: A 2 month long focussed campaign was carried out to catalyse and curate about 500+ Micro Entrepreneurs from the District of East and West Singhbhum, by closely working with the District Industries Centres (covering 2 districts) under the Industry and Commerce Department of the Government of Jharkhand, the local District and State level Industry and Commerce Associations, District Collectors Office and other local bodies like SHGs, clubs and social associations which has focus on scalable entrepreneurship development at the district levels. This was done through several one on one meetings, small engaged workshops and some local ad campaigns through Social Media, and info share pamphlet distribution to local focussed groups. (Total Number of Community Campaigns - 20+)

Program - Summarized (....)

Phase 2: The 2nd phase (3 month long) focused on 4 full two days workshop with intermittent onsite individual handholding, for curated 100+ micro entrepreneurs chosen from the 500+ micro entrepreneurs with the final selection of about 50+ micro entrepreneurs from the four workshops and intermittent engagements. For select of them a business site due diligence was carried out for half day each.

Phase 3: The 3rd phase (5 month long) after the end of the workshops and engagements in 2nd phase, we choose the selected 50+ prospective micro entrepreneurs from phase 2 and about 20+ more Micro Agri-Entrepreneurs and we engaged for the remaining of the financial year putting them on TotalStart's 2 year program for Foundation Building for Scaling and have milestone based growth management path for the micro entrepreneurs as a team by creating select formal legal companies to drive the entrepreneurship development engagement in a collective way . A physical entrepreneurship development centre was also established TSFE - The School For Entrepreneurs - Jharkhand @Jadugoda to cater to the process and for long term engagement.

A Tata Group company has supported this program not only through its CSR funding, but with engagement of key domain and industry experts from its fold and also provided all opportunity for these micro entrepreneurs to grow its business as vendors of Tata Group companies as best possible.

ACTIVITIES

PERIOD- MAY 2018-JULY 2018

MOTIVE- INCUBATING AND SCALING MICRO ENTREPRENEURS
IN JHARKHAND

Facilitators:

Mr. Siddharth Dash (TSPDL),
Mr. Shekhar Jha (TSPDL),
Mr. Bhupinder Singh (TSPDL),
Ms. Sneha Pandey (TSPDL),
Mr. Asis Mitra (TSPDL),
Mr. Amit Kumar (DC-East Singbhum),
Mr S S Baitha (DIC-GM East Singbhum)
Dr Suryanil Ghosh (TotalStart),
Mr. Jeeven Saini (TotalStart),
Mr Ravish Ranjan (TotalStart)

WE MET WITH THE FOLLOWING STAKEHOLDERS TO **HELP US IN OUR ENDEAVOUR**

- DC, East Singbhum
- DC, West Singbhum
- Secretary, Adityapur Industrial Area Development Agency
- DIC-GM East Singbhum, West Singbhum and Saraikela-Kharsawan & team members from all three districts
- Principal, Jharkhand Silk Technical Development Institute
- Director, CSIR-NML
- Director, NIT JSR and Head of Incubation Cell, NIT JSR
- Director, XLRI and Head of Entrepreneurship Development, XLRI
- President, Singbhum Chamber of Commerce & Industries and Office Bearers
- President, Chaibasa Chamber of Commerce & Industries and Office Bearers
- President, West Singbhum Chamber of Commerce & Industries and Office Bearers
- President, Adityapur Small industries Association

ONSITE DUE DILIGENCE & ENGAGEMENTS

Due Diligence:

- A Fly – Ash Brick manufacturer near Chaibasa
- A Tribal Village SHG carrying out bamboo cane related handicrafts in a village near Chakradharpur
- A Tribal Village SHG carrying out grass based rope making in a village near Chakradharpur
- A Tribal SHG carrying manufacturing sanitary napkin
- A Tribal SHG handicraft and tailoring unit

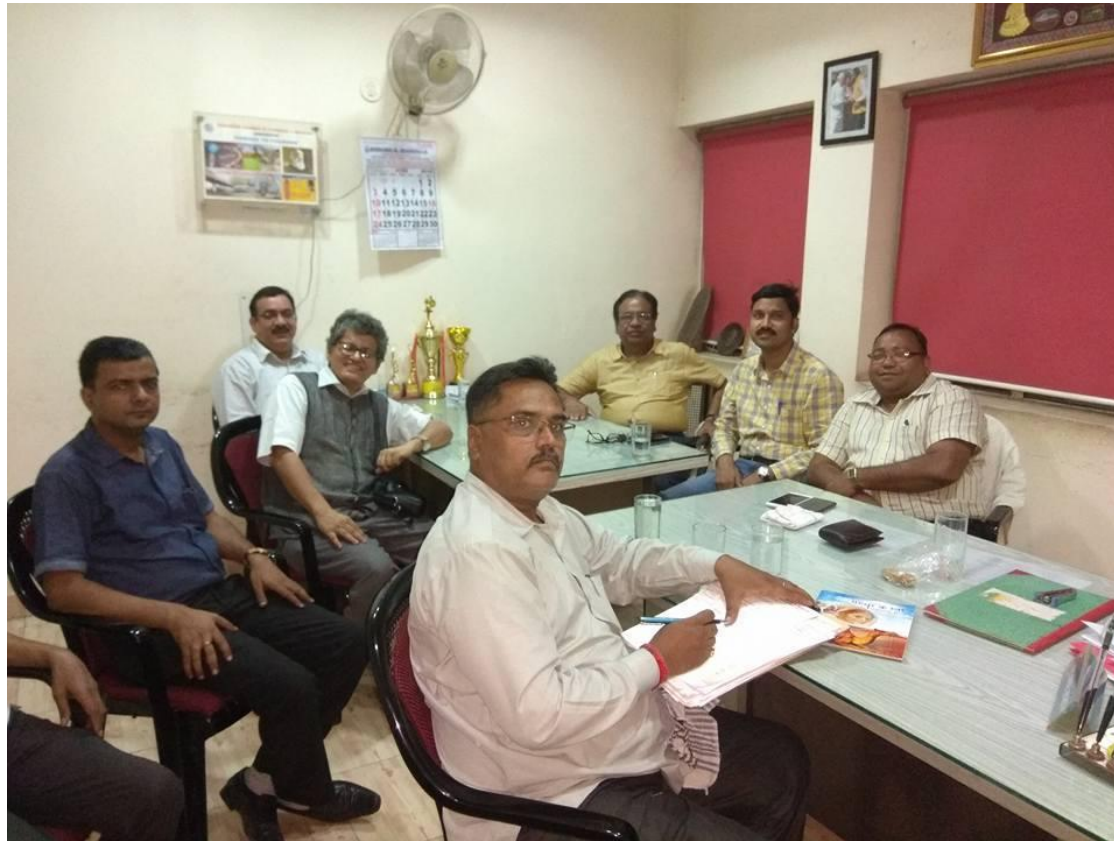
Workshop Engagement:

- Workshop at Chaibasa DIC with 30+ prospective and existing tribal entrepreneurs
- Workshop at District Collectors Office in Jamshedpur with 40+ prospective and existing tribal entrepreneurs
- 5 three(3) hours orientation workshops with prospective and existing both tribal and non tribal entrepreneurs in East and West Singhbhum engaging 50+ individuals

HALF DAY WORKSHOP AT CHAIBASA



MEETING WITH THE OFFICE BEARERS OF SINGBHUM CHAMBER OF COMMERCE



Review visit of Swabhiman - Sanitary Napkin Mfg. SHG



SHG focusing on women's sanitary napkin. Pramila Devi is the Secretary and Kanta Devi the Treasurer. About 6 woman come to work everyday here

ACTIVITIES

- PERIOD- AUGUST 2018-OCTOBER 2018
- PURPOSE- IDEATION AND IDEA VALIDATION CLINIC
- Facilitators:
 - Mr. Siddharth Dash (TSPDL), Mr. Shekhar Jha (TSPDL), Mr. Bhupinder Singh (TSPDL), Ms. Sneha Pandey (TSPDL), Mr. Asis Mitra (TSPDL), Mr. Samaddar (TSPDL)
 - Mr. Amit Kumar (DC-East Singbhum), Mr S S Baitha (DIC-GM East Singbhum)
 - Dr Suryanil Ghosh (TotalStart), Mr. Jeeven Saini (TotalStart), Mr Ravish Ranjan (TotalStart), Mr. Surajit Bose (TotalStart), Mr. Manjit Nayak (STPI-Kolkata)

IDEATION AND IDEA VALIDATION

CLINIC

- Engaging Tribal Entrepreneurs of East Singhbhum / West Singhbhum / Seraikela-Kharsawan, Jharkhand for an ideation Clinic
- Date: 28th. and 29th. of August 2018
- Time: 10:00 am – 4:30 pm
- Address: Conference Room, Plant Office, Tata Steel Distribution & Processing Ltd. (Old name: Tata Ryerson) Bara, Agrico, Jamshedpur
- Facilitators: Suryanil Ghosh, Ravish Ranjan (TotalStart)
- Guest Mentor: Siddharth Dash (TSPDL)

IDEATION CLINIC



IDEA VALIDATION & DUE DILIGENCE- **TRIBAL ENTREPRENEURS AT JADUGODA**

- Engaging Tribal Entrepreneurs of East Singhbhum, Jharkhand for an Idea Validation Workshop and Due Diligence of existing and prospective Tribal Entrepreneurs
- Date: 27th. and 28th. of September 2018
- Time: 10:00 am – 4:30 pm
- Address: Jadugoda, East Singhbhum; Baharagoda East Singhbhum, Jharkhand.
- Facilitator: Dr. Suryanil Ghosh (TotalStart), Khelaram Murmu (TICCI)

SEPTEMBER 27 Camp Jadugoda, East Singhbhum, Jharkhand



September 2018 Camp Baharagoda, East Singhbhum:



Engagement in Regional District Hub of East Singbhum @Bhatin to create a mass Agriculture/Horticulture project & related Processing Unit



Business planning and financial planning workshop

- Select 20 Tribal Indian Chamber of Commerce and Industries Members (TICCI) were taken through this next step of engagement for growth enablement
- Venue: Conference Room, IICML - Innovation and Incubation Centre for Machine Learning, A TotalStart Entrepreneurship Ecosystem Developers Initiative, STPI Koolkata, WEBEL STPI-II, DN-53, Sector V, Salt Lake, Kolkata 700091
- Date: 30th. October and 1st. November 2018
- Time: 10:00 am – 6:30 pm
- Facilitators:
 - Dr. Suryanil Ghosh, Chairman, TotalStart Entrepreneurship Ecosystem Developers
 - Mr. Surajit Basu, CFA and CA, Member, TotalStart Mentor Board
 - Mr Samaddar, Sr GM, TSPDL

ACTIVITIES

- PERIOD- NOV 2018 - MAR 2019
- PURPOSE- ENGAGEMENT IN DISTRICT HUB OF JAMSHEDPUR
- Facilitators:
 - Mr. Siddharth Dash (TSPDL), Mr. Shekhar Jha (TSPDL), Mr. Bhupinder Singh (TSPDL), Ms. Sneha Pandey (TSPDL), Mr. Asis Mitra (TSPDL), Mr. Samaddar (TSPDL)
 - Dr. Suryanil Ghosh (TotalStart), Mr. Jeeven Saini (TotalStart), Mr Atul Puri (TotalStart), Mr. Surajit Bose (TotalStart), Mr. Gurmeet Singh (TotalStart), Mr. Khelaram Murmu (TICCI)

Totartstart's Engagement in Regional District Hub of Jamshedpur, Jharkhand

- 5-7. Dec.2018: Camp Jadugoda, Jharkhand: [#TotalStart](#) [#MentorBoard](#) Member engaged with 6 micro and small entrepreneurs. Areas:
- (1) Cooperative Based Microfinancing.
- (2) Organic Farming Training Hub on latest know-how and creating a large production centre, then aggregation of cultivated agriproducts from the trained agripreneurs, processing the agriproducts and creating a brand and selling all fresh and processed products on that brand, and cross selling produces amongst the members and bringing all services to the members like low cost housing etc.
- (3) Revival of Santhali Tribal Medicine from medicinal plant base, locally producing the medicinal plants through a cooperative movement and creating a brand and selling it
- (4) Project for drying of engineering products through an engineering process for Tata's as a vendor (not clear on details)
- (5) Small Housing and Rural Toilet for the villages, model based mass implementation
- (6) Chain of rural last mile e-service provider at gram Panchayat level.

UPDATE REPORT

(Dec2018-Jan2019)

- **DATE:** 5th Dec-7th Dec,2018
- **EVENT TITLE:** 1-on-1 Engagement For Business Modelling Tribal Entrepreneurs.
- **VENUE:** Jadugoda, Ghatshila, Jamshedpur, East Singbhum, Jharkhand.



ESTABLISHING TSFE - THE SCHOOL FOR **ENTREPRENEURS - Jharkhand @Jadugoda**

- **DATE :-** 7 JAN- 3rd. April,2019
- **ENGAGEMENT TITLE:-** TSFE Jharkhand @Jadugoda soft launched - with 3 months Entrepreneur In Residence Program
- **VENUE:-** 2nd. Floor, Murmu Complex, Machua bazar, Jadugoda, East Singbhum, Jharkhand 832102
- TSFE Jharkhand @Jadugoda was hard launched with a 10 days bootcamp from 25th. March till 3rd. April 2019
- 45 Tribal Agripreneurs attended for the 10 days bootcamp with soft launching of Tribal Agritech Limited as a company
- Select 7 Tribal Women & Men Prospective Micro Entrepreneurs soft launched Tribalindus Pvt. Ltd. (www.tribalindus.com) to take up work from Government Public Limited industrial contracts (which has obligatory reservation of 5% to give out to Tribal MSMEs) and from organizations like the Tata Steel PSDL (which has affirmative action programs to support tribal entrepreneurs, in this case they will be supporting to create a unit for supplying safety gloves and safety vests)

TSFE BOOTCAMPS FEB-MAR 2019

www.tsfe.in/jharkhand



Hard launch of TSFE Jharkhand @ Jadugoda (...)

<http://www.tsfe.in/tsfe---jharkhand.html>

टी एस एफ ई का जादूगोडा में हुआ उद्घाटन

आदिवासियों की 10 हजार एकड़ बंजर भूमि पर आधुनिक तकनीक से खेती की होगी शुरुआत- अतुल महिलाओं को स्वावलंबी बनाने के लिए सुरदा उपकरणों का जादूगोडा में खेजा निर्माण-सूर्यनील घोष



जादूगोडा, 3 अप्रैल (रिपोर्टर) : कोलकाता की स्वयंसेवी संस्था टोटल स्टार्ट एंटरप्रेनर्स इकोसिस्टम इन्क्यूबर्स ने बंधुवार को अपने छठे सेंटर द स्कूल फॉर इंटरप्रेनर्स (इंटरप्रण्ड) का जादूगोडा में उद्घाटन किया। यह सेंटर पिछड़े क्षेत्रों में आदिवासी जनजाति के बीच ऊर्मी बनाकर उन्हें स्वावलंबी बनाएगा। जिसकी लेकर संस्था की ओर से जादूगोडा मांड चौक स्थित मूर्म कम्प्लेक्स में समारोह का आयोजन किया गया। इस मौके पर कम्पनी के निदेशक अतुल पुरी ने कहा कि क्षेत्र में दो बड़े कम्पनियों हेंदू

के लोगों को स्वावलंबी बनाने की दिशा में कार्य करेंगी। जिसमें भारत की पहली व सबसे बड़ी एग्रोटेक कम्पनी ट्राईवल एग्रोटेक लिमिटेड होगी। कम्पनी का मकसद 1000 से ज्यादा आदिवासी किसान सेंसर होल्डर बनाना है। इसके द्वारा 10 हजार एकड़ से ज्यादा क्षेत्र पर आधुनिक तकनीक से खेती की जाएगी व बंजर एवं कम सिंचाईवाली भूमि पर सब्जों, फल व वन उत्पाद की पैदावार की जाएगी। यह उत्पाद स्थानीय एवं अंतर्राष्ट्रीय बाजार में बेची जाएगी। इस मौके पर आयोजित समारोह में डॉ. सूर्यनील घोष

ने कहा कि आदिवासी महिलाओं को आगे लाने व उनके संप्रवर्धन हेतु ट्राईवल सेटो इन्क्यूबेट प्राइवेट लिमिटेड नामक कम्पनी का गठन किया जाएगा व इसकी जिम्मेदारी चार आदिवासी महिलाएँ उठाएंगी। यह कम्पनी सुरक्षा उपकरण मसलन दस्ताना सेटो जैकेट इत्यादि का निर्माण जादूगोडा में करेगी। इस कार्यक्रम को गुरमोत सिंह व खैलराम मूर्म ने भी संबोधित किया तथा कहा कि उनके साल भर की मेहनत रंग लाई व जिसके फलस्वरूप 45 आदिवासी किसानों ने कार्यशाला में बड़-बड़ का हिस्सा

लिया व अब उन्हें यह कम्पनी अजमी पर साक्षर होती दिख रही है। जिसकी शुरुआत अगले महीने से होगी। कार्यक्रम के अंत में टाटा स्टील प्रोसेसिंग एण्ड डिस्ट्रिब्यूशन लिमिटेड जमशेदपुर ने पहला ऑर्डर लेने का आश्वासन कम्पनी को दिया है। मौके पर टोटल स्टार्ट की ओर से अध्यक्ष डॉ. सूर्यनील घोष, मैटर एवं गवर्नर्स बोर्ड के सदस्य अतुल पुरी (गूडगाँव), गुरमोत सिंह (दिल्ली) व टोएसएफई के अध्यक्ष खैलराम मूर्म (जादूगोडा) के अलावे पी के गुप्ता (एमएसएमई, डी आई, राँची) आनंद इयाल (महाप्रबंधक ईडो डेनिस टूल रूम, जमशेदपुर) सिद्धार्थ दास (मुख्य प्रबंधक, टो एस पीडीएल, जमशेदपुर) कैप्टन अमिताभ (डेट स्कौल इन्क्यूबमेंट, टाटा स्टील, सुरज शंकर मूर्म (सीनो टाटा ट्रस्ट्स, जमशेदपुर) के अलावे पोतका, जादूगोडा, चाकूलिया, चाकूली के भारी संख्या में किसानों ने हिस्सा लिया।

CREATION OF TRIBAL AGRITECH LIMITED

www.tribalag.in

We are working towards creating a national level public limited company with the base station in Jadugoda, East Singbhum, Jharkhand

The first and the largest Agritech Company founded by 1000+ Tribal Micro Agripreneurs in India providing organic vegetables and fruits, processed organic agri-products and organic forest produce, with a robust rural supply chain engaging 10,000+ acres of tribal farmland and 10,000+ acres of Sustainable Social / Village Tribal Forests

CREATION OF TRIBAL AGRITECH LIMITED (...)

www.tribalag.in



CREATION OF TRIBALINDUS INDUSTRIES PVT. LTD.

www.tribalindus.com



PROCESS FLOW



* Selected scale up enterprises will participate in counselling camps and will be sourced from: a.) Alumni Networks; b.) State Ministries implementing Skill Development programs; c.) NGOs/CSOs seeking scale up support

GEOGRAPHICAL REACH

States Covered

1. Assam
2. Bihar
3. Delhi/NCR
4. Kerala
5. Maharashtra
6. Meghalaya
7. Puducherry
8. Tamil Nadu
9. Telangana
10. Uttar Pradesh
11. Uttarakhand
12. West Bengal

Project Institute Coverage till March 2020

| Project Institute | Number of PI |
|-------------------|--------------|
| ITI/NTI | 200 |
| Polytechnics | 50 |
| PMKK | 25 |
| JSS | 25 |



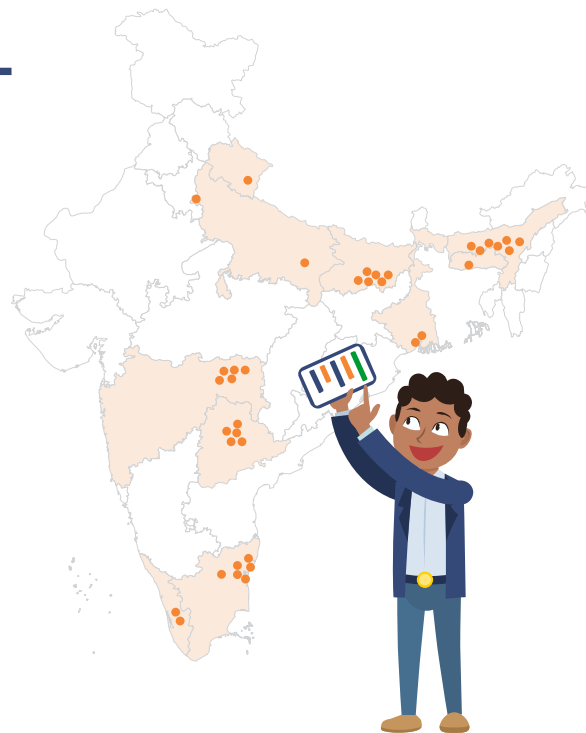
National Entrepreneurship Resource and Coordination Hub (National E- Hub) housed at National Institute for Entrepreneurship and Small Business Development (NIESBUD) is the Program Management Unit (PMU) for the Scheme. NIESBUD is a premier organisation engaged in training, consultancy, research etc. in order to promote entrepreneurship and skill development.
www.niesbud.nic.in

CONTACT

PM YUVA Yojana

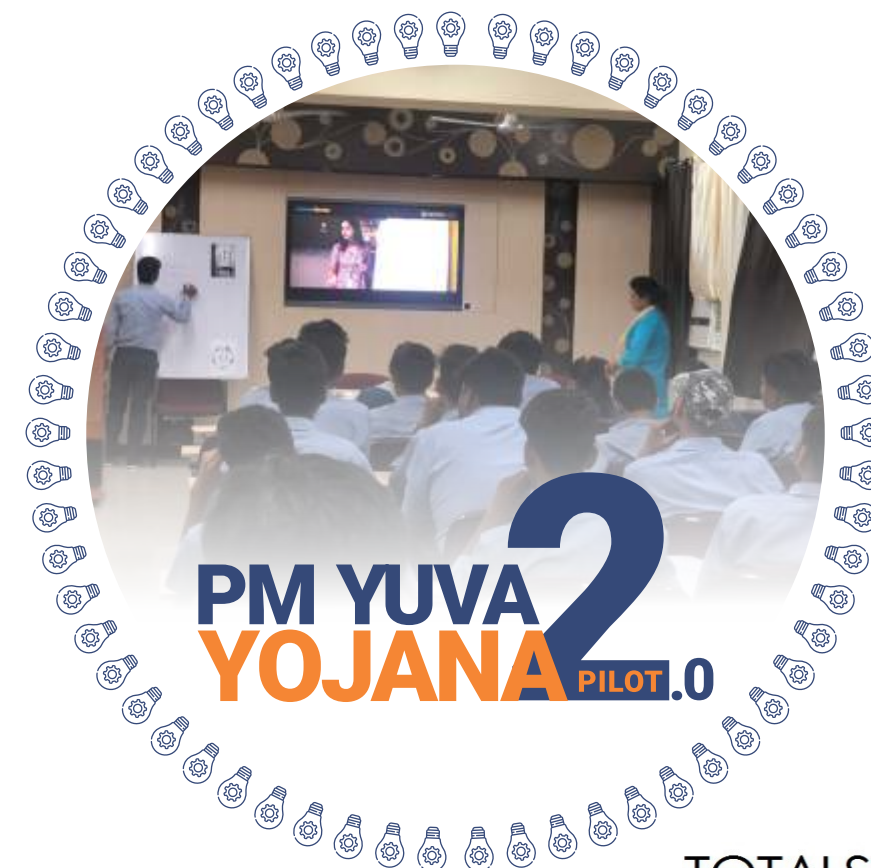
National Entrepreneurship Resource and Co-ordination Hub
NIESBUD, A-23, Sec-62, Institutional Area, Noida- 201309 (U.P.)

☎ 0120-4017096, 4017097 | ✉ queries.pmyuva@nic.in | 📱 @pmyuva.org



PRADHAN MANTRI YUVA YOJANA

A flagship Scheme of Ministry of Skill Development and Entrepreneurship aims to promote entrepreneurship education, capacity building and provide mentoring and handholding support to potential and aspiring entrepreneurs



TOTALSTART
ENTREPRENEURSHIP
ECOSYSTEM
DEVELOPERS
www.totalstart.org

2019 - 2020



VISION

Accelerate job creation by providing end to end entrepreneurship education, handholding and mentoring support to potential and existing entrepreneurs who aspire to start or scale-up their existing enterprises.



MISSION

To promote entrepreneurship as an alternate career choice and enable sustained long-term mentoring support through the journey to potential and early stage entrepreneurs within the skilling ecosystem.



TOTALSTART
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WHAT IS OFFERED?

Entrepreneurship Awareness Programmes

- Awareness Workshops
- Mass Awareness Campaigns- Entrepreneurship Yatra Entrepreneurship Melas, talk shows by change makers, mentors, young entrepreneurs identification of idea-preneurs
- Use of Traditional and Social Media

Mentoring & Handholding

- Mentor-Mentee linkage
- One to one pro bono mentoring support to the beneficiary
- Counselling Camps for the potential and early stage entrepreneur

Events and Awards

- State wise PM YUVA idea competition
- Business Plan Competition,
- Pitch presentation

Entrepreneurship Development Programme

- Entrepreneurship Content Delivery at selected ITI, PMKK, NSTI, JSS and Polytechnics
- Faculty Development Programme (TOT)
- Faculty Mentor Training
- Expert sessions on crucial topics at the project Institute
- Setting up of E-Cell



KEY FEATURES OF THE SCHEME



WHO WILL BE BENEFITTED?

Students of Empaneled Institutes

Understand entrepreneurship as a career choice; Knowledge of Entrepreneurial Skills, Learn to identify & solve local problems through entrepreneurial lens, Market Survey, Preparation of Business Plan/ Project Report; Group activities, opportunity to participate in State level & National Level Business Plan Competitions etc.

Aspiring Entrepreneurs

Mentoring/ Handholding Support in-Preparation of Business proposal; Support in Enterprise Registration; Market linkages; linkages to Business networks etc.

Existing Early Stage Entrepreneurs

Mentoring/Handholding Support in- Financial Management guidance; expansion of product/ service and geographical outreach; increase in revenue etc.

Report on TotalStart's National Flagship Program for Incubating and Scaling Micro and Small District Entrepreneurs – Year 2017-18

Campaign focus: 25 Regional District Hubs
across 13 States of India

10/30/2017

Dr. Suryanil Ghosh, Chairman, TotalStart Entrepreneurship Ecosystem
Developers

www.totalstart.org

www.facebook.com/totalstart

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WhatsApp: +91 9749077674

SELECTED ENGAGEMENTS

Engagement 1: Durgapur West Bengal – 10th. February 2017

TotalStart's www.totalstart.org flagship program "Scaling Micro and Small District Entrepreneurs in Underdeveloped Regions and Underprivileged Communities" first engagement for the year 2017 starts in Asansol-Durgapur Regional District Hub today on 10th. February, 2017. This Regional District Hub constitutes the Districts of Asansol-Durgapur, Burdwan, Bankura, Purulia and Birbhum. There are 3 Regional District Hubs in Bengal. TotalStart MentorBoard is working out with The Bengal Chamber of Commerce and Industries www.bengalchamber.com to carry out this campaign in the state of Bengal. To be covered 11 states, 25 Regional District Hubs in 2017 and 2018. This campaign is piggy backed on The Bengal Chamber of Commerce and Industry organized Discussion Forum on Ecological Sustainability in the Industrial Region, with West Bengal Pollution Control Board, on 10th February 2017 at The Citi Residenci, Durgapur.

Event Link: <https://www.facebook.com/events/258725907903944/>



Engagement 2: Ranchi, Jharkhand – 16th. February 2017

TotalStart's www.totalstart.org flagship program's "Scaling Micro and Small District Entrepreneurs in Underdeveloped Regions and Underprivileged Communities" second engagement for the year 2017 starts in Jharkhand in Ranchi Regional District Hub on 16th. February, 2017 for 1.5 days. This Regional District Hub constitutes the Districts of Ranchi and 4 surrounding districts. There are 3 Regional District Hubs in Jharkhand, one in Jamshedpur, one in Dhanbad and the one in Ranchi. TotalStart MentorBoard is working out with Government of Jharkhand's Office of Hon. Chief Minister and also Industries Department of Jharkhand Government to carry out this campaign in the state of Jharkhand. This campaign is to be covered in 13 states, 25 Regional District Hubs in 2017 and 2018. This particular campaign for 1.5 days is piggy backed on Momentum Jharkhand Event www.momentumjharkhand.com, a global Investment Summit for the state of Jharkhand for year 2017.

Event Link: <https://www.facebook.com/events/1226055817476518>

Engagement 3: Visakhapatnam, Andhra Pradesh – 11th. March 2017

#TotalStart's www.totalstart.org flagship program's "Incubating and Scaling Micro and Small District Entrepreneurs in Underdeveloped Regions and Underprivileged Communities" third engagement for the year 2017 starts in Andhra Pradesh in Visakhapatnam Regional District Hub on 11th. March, 2017 for 1 day. This Regional District Hub constitutes the Districts of Visakhapatnam and 4 surrounding districts. There are 3 Regional District Hubs in Andhra Pradesh, one in Amravati/Vijayawada, one in Tirupathi and the third in Visakhapatnam. TotalStart MentorBoard is working out with Government of Andhra Pradesh's Office of Hon. Chief Minister and also Industries Department of Andhra Pradesh Government to carry out this campaign in the state of Andhra Pradesh. This campaign is to be covered in 13 states, 25 Regional District Hubs in 2017 and 2018. This particular campaign for 1 day is piggy backed on Fintech Valley Vizag Spring Conference Event www.fintechvalleyvizag.com, a global Fintech Summit for the state of Andhra Pradesh for year 2017. Selected guests of AP Chamber www.apchamber.in attended. AP Chamber was the local Hosting Partner of this event and a Strategic Partner of TotalStart for the state of Andhra Pradesh to take this program forward.

Venue Details:
#48-8-17, V HOTEL ROAD, Srinagar, Dwarakanagar, Dwaraka Nagar, Visakhapatnam, Andhra Pradesh 530016

For more details of the program pick here:
<http://www.totalstart.org/operations/totalstart-flagship-program-scaling-district-entrepreneurs/>

Event Link: <https://www.facebook.com/events/244949322580272>



Engagement 4: Patna,Bihar– 20th.March 2017

#TotalStart [TotalStart MentorBoard www.totalstart.org](http://www.totalstart.org) had an exciting day at Patna very strongly supported by #BiharVidyapeeth and it's Trustee Board. An exciting day of meeting about 30+ Entrepreneurs and having extended conversations with them throughout the day with making them understand the methodology to scale and how to get funded to scale. Discovery of 4 possible Scalable Micro Entrepreneurs, one for an integrated farm production and supply to select group of nearby town people dedicatedly, one Ayurveda products supply to global customers through existing channel using own brand, third integrated goatery project and fourth integrated marketplace for district Micro and Small Entrepreneurs to deliver to global and national procurers in bulk. An exciting day for [TotalStart](http://www.totalstart.org) of discovering and learning.

Event Link: <https://www.facebook.com/events/1902420326661908>



Engagement 6: Varanasi, Uttar Pradesh – 27th March 2017

The indomitable spirit of entrepreneurship in India 2 got re-affirmed again in Varanasi with around 20 micro and small #DistrictEntrepreneurs and Startups from Varanasi, Mughalsarai and Allahabad participated in the intensive workshop which started at 12 noon and ended at 6:30 pm. Discovery of two possible scalable Micro #DistrictEntrepreneur was made with selection for the next step for due diligence. (1) Garden in Concrete and (2) Medical Device for optimal Temperature Oxygen supply to respiratory troubled patients. There were others with online book rental, event management and local delivery of goods to households and specifically to women's hostels etc., but these two selected stood out. [TotalStart MentorBoard](#) is going to carry out due diligence for the selected by today and carry out further review of existing #DistrictEntrepreneurs at the Incubation Centre in BHU-IIT and #DeshpandeFoundation Sandbox in Varanasi today and tomorrow. Dr. [Shurjo Ghosh](#) Chairman of [TotalStart](#) will be engaged at field level to himself firsthand carry out these reviews and due diligence in the next 2 days.

Event Link: <https://www.facebook.com/events/1385709981449649>



Day 2 of [TotalStart MentorBoard](#): Deep diving into IIT-BHU incubated companies. Re-discovery of one more product company Aquivio who was met in 2015 once, a new RO based water purification process which uses less energy and wastes less water. 🌊. The other interesting two projects encountered were from biomedical engineering lab, one on medical bio hazard management system and the other on non-invasive blood sugar testing.



Engagement 6: Alipurduar, Alipur Duar, West Bengal– 6th.- 7th April 2017

#TotalStart's www.totalstart.org TotalStart Mentor Board's flagship program's "Incubating and Scaling Micro and Small District Entrepreneurs in Underdeveloped Regions and Underprivileged Communities" seventh engagement for the year 2017 in India and the 2nd. in West Bengal in Alipurduar and Jaigaon for the Siliguri Regional District Hub on 6th. and 7th April 2017 for 2 days.

The intensive two day workshop in two towns of Alipurduar District is being conducted by #TotalStart and locally hosted by our Strategic Partner for Alipurduar District, it's District Chamber of Commerce.

This Regional District Hub constitutes the Districts of Siliguri, Jalpaiguri, Coochbehar, Alipurduar and Darjeeling

There are 3 Regional District Hubs in West Bengal, one in Siliguri area, one in North 24 Parganas/Kolkata area and one in Asansol Durgapur Burdwan area. TotalStart MentorBoard is working out with Government of West Bengal Office of Hon. Chief Minister and also Industries Department of West Bengal Government to carry out this campaign in the state of West Bengal. This campaign is being covered in 11 states, 25 Regional District Hubs in 2017 and 2018.

For more details of the program click here:

<http://www.totalstart.org/operations/totalstart-flagship-program-scaling-district-entrepreneurs/>

Event Link: <https://www.facebook.com/events/826950474110376>

Day 1 at Alipurduar District Chamber of Commerce and Industries premises the half day workshop on Scaling #DistrictEntrepreneurs. Micro financing of White goods for LIG in rural India along with manufacturing of the white goods is one of the enterprises which is being considered for #TotalStartTotalStart 's Scalable program



Day 2 in Jaigaon on Bhutan Border in Alipurduar District with the Jaigaon Chamber of Commerce. A half day workshop on creating green field Industries in Jaigaon. Jaigaon #DistrictEntrepreneurs are full of dormant potential who needs a bit of catalyzing to catapult the whole region into a dynamic socio-economic growth path.



Engagement 12: Rajarhat, North 24 Parganas, West Bengal– 11th.September 2017

#TotalStart's www.totalstart.org TotalStart MentorBoard's flagship program's "Incubating and Scaling Micro and Small Entrepreneurs in Underdeveloped Regions and Underprivileged Communities" 12th. engagement for the year 2017 in India and the 4th. in Bengal and second in the Regional District Hub of South Bengal on 11th. September for full day, with Design Thinking For Scaling Micro and Small Entrepreneurs Workshop. There are presently three Regional District Hub in West Bengal, Regional District Hub of South Bengal is covering the Districts of North 24 Parganas, South 24 Parganas, Kolkata, Howrah, Hooghly, East Medinipur and Nadia. TotalStart MentorBoard is working out with Government of West Bengal, Office of Hon. Chief Minister and also MSME Department of West Bengal Government to carry out this campaign in the state of West Bengal along. For this workshop Ambuja Neotec Incubation Hub is a hosting partner. This campaign is being covered in 25 Regional District Hubs across 13 states in 2017 and 2018. For more details of the program click here: <http://www.totalstart.org/operations/totalstart-flagship-program-scaling-district-entrepreneurs/>

Event Link: <https://www.facebook.com/events/273861869768610>



Engagement 13: Bhubaneshwar, Odisha– 13th.September 2017

#TotalStart's www.totalstart.org TotalStart MentorBoard's flagship program's "Incubating and Scaling Micro and Small District Entrepreneurs in Underdeveloped Regions and Underprivileged Communities" 13th. engagement for the year 2017 in India and the 1st. in Odisha and first in the Regional District Hub of Bhubaneshwar area on 13th. September for half day, with Design Thinking For Social Entrepreneurship Workshop.

There is presently one Regional District Hub in Odisha covering the Districts of Bhubaneshwar, Cuttack and Puri. TotalStart MentorBoard is working out with Government of Odisha, Office of Hon. Chief Minister and also MSME Department of Odisha Government to carry out this campaign in the state of Odisha along with TiE Bhubaneshwar as a strategic partner. This campaign is being covered in 25 Regional District Hubs across 12 regional hubs in 2017 and 2018.

For more details of the program click here:

<http://www.totalstart.org/operations/totalstart-flagship-program-scaling-district-entrepreneurs/>

Program Agenda - Half Day Workshop on: Design Thinking For Ideation, Scaling and Funding of Micro and Small Entrepreneurs

13th. September

4pm - 5pm: Factsheet collection on each participant and presentation by each of them on themselves for 2 minutes each, about their background, and where they want to see themselves in next 5 years as an entrepreneur

5pm-6pm: Interactive Presentation of the Methodology of Ideation, Scaling and Funding of Micro and Small Entrepreneurs with 1 Live Examples of TotalStart Social Impact Incubatee.

6:00pm-6:30pm. Interactive discussion on how TotalStart engages with Micro and Small Social Impact Entrepreneurs to ideate and scale

6:30pm - 7:30pm: Handson workshop mode by participants: Take up One case from amongst the existing Entrepreneurs participating with their ideas or existing projects through the design thinking process of Ideation, Scaling and Funding based on Desirability of Products or Services, Feasibility, Sustainability and Scalability

Closure and next steps

Event Link: <https://www.facebook.com/events/1951584651762515>



Engagement 14:Chandaka, Odisha– 14th and 15th.September 2017

#TotalStart's www.totalstart.org TotalStart MentorBoard's flagship program's "Incubating and Scaling Micro and Small District Entrepreneurs in Underdeveloped Regions and Underprivileged Communities" 14th. engagement for the year 2017 in India and the 2nd. in Odisha and second in the Regional District Hub of Bhubaneshwar area from 14th. September to 15th September 2017 for 2 days, with a Micro and Small District Entrepreneur Workshop, and due diligence of 4 selected scalable micro or small entrepreneurs at their business site on 16th September.

There is presently one Regional District Hub in Odisha covering the Districts of Bhubaneshwar, Cuttack and Puri. TotalStart MentorBoard is working out with Government of Odisha, Office of Hon. Chief Minister and also MSME Department of Odisha Government to carry out this campaign in the state of Odisha along with ASBM Asian School of Business Managementwww.asbm.ac.in as a strategic partner. This campaign is being covered in 25 Regional District Hubs across 12 regional hubs in 2017 and 2018. For more details of the program click here:

<http://www.totalstart.org/operations/totalstart-flagship-program-scaling-district-entrepreneurs/>

Revised Program Agenda - 2 Day Workshop on: Design Thinking For Ideation, Scaling and Funding of Micro and Small Entrepreneurs

14th. September

12pm - 2 pm - Factsheet collection on each participant and presentation by each of them on themselves for 2-5 minutes each, about their background, and where they want to see themselves in next 5 years as an entrepreneur

Lunch Break

3pm-5pm Interactive Presentation of the Methodology of Ideation, Scaling and Funding of Micro and Small Entrepreneurs with 2 Live Examples of TotalStart Incubatee

5pm-6pm. Interactive discussion on how TotalStart engages with Micro and Small Entrepreneurs to ideate and scale

15th. September:

2pm - 5pm

Handson workshop mode by participants: Take up first two cases from amongst the existing Entrepreneurs participating with their ideas or existing projects through the design thinking process of Ideation, Scaling and Funding based on Desirability of Products or Services, Feasibility, Sustainability and Scalability

5pm-6pm

Closure and next steps

Event Link: <https://www.facebook.com/events/1959800657631718>



Report on the Initiative for Developing Scalable District Level Enterprises – Year 2016-2017

Campaign focus: State of West Bengal

8/15/2016

Dr. Suryanil Ghosh, Chairman, TotalStart Entrepreneurship Ecosystem
Developers

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WhatsApp: +91 8017292817

Bengal Startup Boot Camp 2016-17

| | | | |
|----------------|----------------|------------------|--------------------|
| Venue : | Kolkata | Chinsurah | Murshidabad |
| | Barasat | Burdwan | Siliguri |
| | Howrah | Durgapur | Coochbehar |
| | Tamluk | Bankura | Darjeeling |

Organized by : BENGAL DISTRICT ENTREPRENEURS NETWORK

Strategic Partners :






GUIDED & SUPPORTED BY: TOTALSTART BENGAL

On 19th of May 2016, on the day the new Government of West Bengal was voted in for a second term lead by the Honourable Chief Minister of West Bengal, Smt. Mamata Banerjee, we at TotalStart Bengal a part of **TotalStart Entrepreneurship Ecosystem Developers** (www.totalstart.org), a section 25 not for profit company whose sole mission is to **develop entrepreneurship development ecosystems in underdeveloped regions and underprivileged communities of the world**, have taken a pledge on this very important day. We will all hand in hand work towards developing Bengal entrepreneurially. For the next 12 months, we will reach out to 13 Districts in Bengal, conduct 13 Business Model Competitions for Developing Scalable Enterprises at District Headquarters, carry out 48-96 mentoring workshops at District or Subdivision HQ Level to handhold and prepare to develop the foundation for these scalable enterprises. We want in BENGAL a real revival of entrepreneurs from the grassroots from the districts and sub- districts! Please join in the celebration of entrepreneurship, join the campaign, build Bengal. MAKE AN IMPACT! Contribute in all ways you can, as a district level start-up, as a judge/mentor, as a financial contributor to this noble mission for Bengal! ANYWAY POSSIBLE AND ANY WAY YOU LIKE, BUT DO CONTRIBUTE. We want an economically strong Bengal with strength emanating from the grassroots of Bengal from the districts of Bengal. We again thank Dept of MSME&T, Govt of West Bengal for taking the leadership and also fully guiding and supporting us in this mission.

BACKGROUND & BASELINE PLAN:

- (1) Focus on 14 districts individually in West Bengal for the intervention to develop the entrepreneurship development ecosystem at the grass roots to mentor and **SCALE** micro and small entrepreneurs and start-ups in the years 2016-2017 & 2017-2018
- (2) Carry out 2 business model / plan competitions for creating scalable enterprises one in each financial year 2016-2017 and 2017-2018 respectively.
- (3) Annually carry out 4-6 workshops in each district before each business model/plan competition in the district for developing scalable enterprises, as an important step towards grooming and giving the foundation level directions to the possible micro and/or small entrepreneurs who are engaging in the business model/plan competitions and who are striving to become scalable. So all together 4-6 workshops are to be carried out through the year per district. On the basis of the number of micro or small entrepreneurs who are chosen during the early workshops of the year for the business model/plan competition, the second round of workshops for the second season of the year can be of 1 or 2 days duration. These workshops involve high levels of one to one mentoring and handholding.
- (4) All business model/plan competitions and workshops will be done at District Industries Centres HQ town, carried out by expert entrepreneur or intrapreneur mentors with engaged participation of the DICs and under DICs supervision.
- (5) Goal of this intervention program is to every two years have at least 24 highly scalable and fundable micro or small entrepreneurs from across the state of West Bengal with target of 5 to start with from each of the 14 targeted districts, which can be finalized to 24 and others can be engaged for the next cycle.
- (6) The Purpose of this Exercise: Annually scout/hunt and select 24 entrepreneurs from the existing/prospective entrepreneurs or start ups in the 14 targeted districts after working with at least 400+ of them across 14 districts every year, who on selection can be mentored, nurtured, scaled through a 1 year acceleration program or 2 year mentoring program and then funded for high growth to the level of INR 50 crore in the following 5 years and INR 100 crore in 10 years.
- (7) We follow a strict methodology and engage with only serious micro and small entrepreneurs from the districts, prospective or present, as we have a mandate to fund 20-24 scalable entrepreneurs every two years to scale for high growth, from our network VC funds, our own Angel Network Fund and several financial institutions with whom we are engaging with.
- (8) This initiative was on a trial basis run in year 2015-2016, launched in May 2015 in West Bengal. About 30+ mentoring workshops were carried out in West Bengal impacting directly 100+ micro and small entrepreneurs and indirectly 300+ of them towards their growth.



ACTIVITIES TILL DATE SINCE APRIL 2016 ON THIS INITIATIVE:

DISTRICT OF BANKURA:

The 1st. campaign workshop at Bankura conducted on 17th. May 2016 for the 1st District Level Business Plan Competition for Developing Scalable Enterprises to be held in Bankura in 2016-2017 was a good start with established entrepreneurs and prospective entrepreneurs all showing up on the call of TotalStart Bengal, Bankura Chamber of Commerce and DIC Bankura, Dept. of MSME, Govt. of Bengal. We appreciate the help support and organizing carried out by the Chamber and thanks to DIC Bankura for their presence. Special thanks to Mr Subho Samanta, TotalStart Mentor Board Member for his kind mentoring support and BCC's Industry Secretary Mr Sarkar for his full support and presence and thanks to Mr Daripa Gen Secretary of BCC for his kind cooperation and hospitality and ideation to jointly scout, groom, scale and further fund for high growth, 5-10 entrepreneurs every year from Bankura District to make them reach 50 crores in next 5 years and 100 crores in next 10. It is a big challenge for all, but all together one can make it happen.



The 2nd Campaign Workshop for the District of Bankura conducted on the 9th. of June 2016 for the 1st Business Model Competition for the year 2016-2017 for scalable enterprises was a grand success we believe, with active participation from Bankura Chamber of Commerce members lead by its General Secretary Mr Madhusudan Daripa and hosted by DIC Bankura at its premise with active engagement of Dr Mou Sen, GM DIC Bankura. There were lot of questions. Clarifications, debates, but the sole message percolated well with all participants that scalable enterprises can only make an impact for Bengal, for India and that happening at District Levels carried out by District Entrepreneurs existing or new is the only way to go.



Field Visit for a due diligence on intervention and scalability for the brass and bell metal workers

May 6th. 2016: Let us together throw up some possible innovative ideas and new direction for a cluster of 350 small units employing about 20000+ craftsmen directly or indirectly, making brass/bronze based traditional thali (utensil) in a small village in Bengal. Their trade is declining rapidly as the demand is going down from year to year. The only time our village India buys these utensils is during marriage ceremonies and that too is on the decrease. Suggestions requested as to which direction could be viable, sustainable and possibly scalable for this community of craftsmen. Excerpts from visit to Kenjakura in Bankura



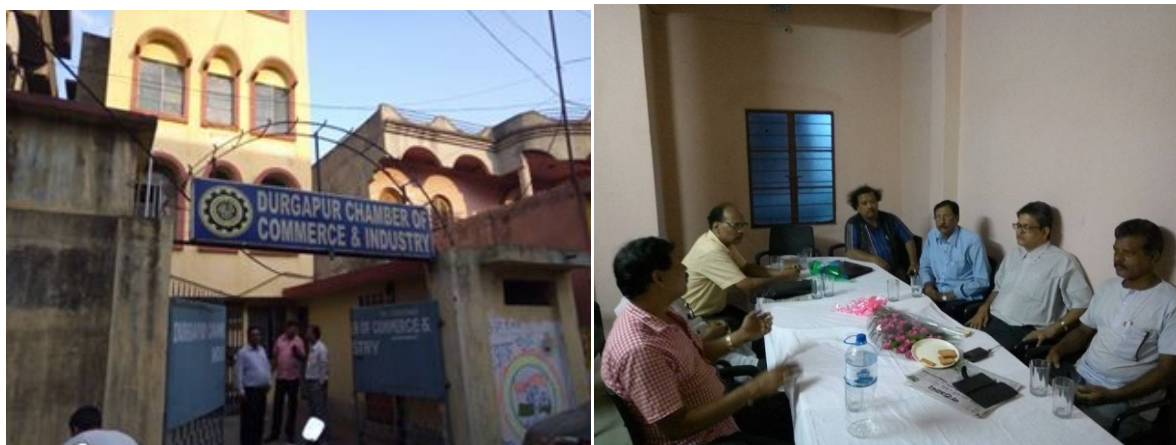
DISTRICT OF BURDWAN:

1st campaign for the District of Burdwan on 8th. June 2016 for ideation, scaling and funding for entrepreneurs culminating into the 1st business model competition for year 2016 was kick started on 8th. of June 2016. Senior entrepreneurs from Burdwan from Rice Mill Association, from Sweet Meat Association (Mihi Dana - Sitabhog), several others totalling to around 24 along with some DIC IDOs and GM DIC Mr. Saikat Dutta were present.



SUB-DISTRICT OF ASANSOL-DURGAPUR-RANIGUNJ:

Exclusive Meeting on 8th. June 2016 for Durgapur Chamber of Commerce Executive Committee Members 10 of them were all set to absorb full load on ideation, scaling and funding and the business model competition. We are engaging with them through the 4 workshops and 1 business model competition every 6 months to churn out at least 2 scalable Entrepreneurs every year who can be funded for big growth. The exclusive meeting was conducted on 8th. June 2016 at the Chamber premises.



1st Campaign for the Sub-District of Durgapur on 16th. June 2016

The 1st Campaign Workshop for Asansol Durgapur Ranigunj Region's 1st business model competition for scalable enterprises was a sure shot success. And possibly one of the best workshops we have conducted till date on the series of workshops we have done in Bengal for TotalStart's mission of 13 districts of Bengal, 13 Business Model Competitions in 12 months with 72-96 mentoring workshops for the search for possible scalable Enterprises/Entrepreneurs for the local region who can be groomed and mentored to create a sound foundation for scaling and then can be invested for high growth. Asansol Merchant Chamber of Commerce and Industries was lead by its President, Vice President and Secretary along with 18 of its members in this workshop who all actively engaged throughout the four hour workshop session. There were high volume traders and distributors, select manufacturers in niche domains, some Innovation lead niche industry product solution designer/manufacturers and surprisingly some hidden away jewels who are doing national and global businesses. On being asked the question can they see themselves at Rs 50 crores in next 5 years, some of them shared that they are already there and have the full zest to make it to no less than Rs 500 crores of real sales revenue in next 5 years. Concepts of equity based funding as it is in this circle of most small Entrepreneurs was lacking here too, but the thirst for knowledge was very high and the keenness to make it to the big leagues was also strong. What came out strong was human resources issues, both getting them and managing them, in this part of our country, which is a major challenge. District Industries Centre Durgapur was well represented by its MSME Facilitation Centre Head from Asansol, thanks to GM DIC Mr Dhali of DIC Durgapur. TotalStart hand in hand with Dept of MSME, Govt. Of West Bengal thank the Asansol Merchant Chamber of Commerce & Industries for a very proactive and participative knowledge workshop for tangential growth of local home

grown Entrepreneurs and for the warm hospitality extended. And thanks to Rohit a Asansol based young Entrepreneur for connecting the dots and making it happen.



2nd. Campaign for the sub-District of Durgapur on 17th. June 2016

Another grand success! The 2nd Campaign Workshop for Asansol Durgapur Raniganj Region's 1st business model competition was brilliantly engaging and participative. Select entrepreneurs also out of enthusiasm met the visiting mentors in the morning before the workshop started. Now it is getting difficult to judge the efficacy of the workshops to decide which one is better, as all are becoming of standard great quality. Again this workshop was amongst the best conducted till date on the series of workshops we have done in Bengal for TotalStart's mission guided and supported by Dept of MSME, Govt. of West Bengal's 13 Districts of Bengal, 13 Business Model Competitions in 12 months with 72-96 mentoring workshops for the search for possible scalable Enterprises/Entrepreneurs for the local region who can be groomed and mentored to create a sound foundation for scaling and then can be invested for high growth. Durgapur Chamber of Commerce and Industries was fully engaged with its Hon. General Secretary Mr Ghosal and its 2 Vice Presidents please playing a major role to make this happen on a very short notice. 25+ serious gung-ho entrepreneurs attended this workshop on scalability, funding and new idea to implementation process by filling up new gap areas. Mix of participants were of existing traders, select manufacturers and some recently passed out student entrepreneurs and aspiring second generation businessmen. At the outset of the workshop everyone gave a brief about themselves with a vision of where they see themselves in next 5 years. The minimum scalability measurement question being asked on 50 crores in 5 years, one of them also had the ambition and challenged the 50 crore target and said why not more. In this gathering also the concept of equity based

funding as it is in this circle of most small Entrepreneurs was lacking too, as most of the businesses are proprietorship. But knowing the possibilities got them all on a high octane and all were very receptive on the idea that story of scalable growth depends only on 5-10% on financing it, rest depends on the model and most importantly the entrepreneurs behind a venture. District Industries Centre Durgapur was well represented through the whole session by Mr Uttam Laha, who not only participated but gave a brilliant expose on the change of how MSME works now and the transition it has made in last few years to act as change agents in the Districts rather than a rules, regulations and schemes facilitator. Thanks to GM DIC Mr Dhali of DIC Durgapur for providing two of his senior officers for 2 consecutive days on a short notice. TotalStart hand in hand with Dept of MSME, Govt. Of West Bengal thank the Durgapur Chamber of Commerce & Industries for a very proactive and participative knowledge workshop for scalable fundable innovation lead high growth of local Durgapur Entrepreneurs and for the warm hospitality extended to the visiting Mentor from TotalStart. And as the Hon. General Secretary of the Chamber said, this is just the start, a long way to go, but they are in it for the long haul to make a real impact in the region of creating homegrown scalable entrepreneurs



DISTRICT OF DARJEELING:

1st Campaign for the District of Darjeeling on 22nd of June 2016

Of the targeted 48-72 campaign workshops for developing scalable entrepreneurs in the 13 districts of Bengal this was the 6th workshop in the series and Darjeeling's 1st. The crowd was a divergent crowd, from traders to small tea factory owners, to Cooperative of Small Tea Garden Cluster Owners, to food processing units and dairy production units. There were about 30 participants, maximum till date amongst all the workshops we have carried out till date in Bengal. Mr L K Bhutia DIC GM Darjeeling brought along with him about 15 entrepreneurs and Darjeeling Chamber of Commerce rest of the 15 or more. Mr B M Garg, President of Darjeeling Chamber of Commerce has been a great host and the venue at Darjeeling Gymkhana Club had all the amenities required to carry out an effective workshop. In this workshop we surely felt that we needed a few more hours to really put through the whole story as the request for personal time with the mentors was continuously forthcoming. The local Darjeeling Entrepreneurs WhatsApp group has been started 1 month back and all the new 30 entrepreneurs were requested to plug in for

continuous mentoring support until the next workshop in July. Mr Bhutia gave an extended summary talk on what DIC and Dept of MSME can do for new and old entrepreneurs with introduction by TotalStart of MSME Departments newest portal www.startupbengal.in which gives link to all West Bengal Government Resources for entrepreneurs. The inspiration the participants received from the conducting mentors of TotalStart, DIC and Darjeeling Chamber of Commerce put the fire on amongst the participants to dream big and implement slowly but steadily each step in full details and all the support system available in the newly developing entrepreneurship development ecosystem in Darjeeling for creating scalable enterprises.



2nd. Campaign for the District of Darjeeling at Kalimpong on 12th. August 2016

Camp Kalimpong, Dist. Darjeeling, 12th. August, 2016: With coordination support from Industry Development Officer of DIC Darjeeling Mr. Bhutia and his team lead by Mr. Chettri at Kalimpong and the BDO's Office Kalimpong, the 9th. Scaling and Funding Workshop of #TotalStart www.totalstart.org was carried out for the 6th. District in West Bengal and for the second time in Darjeeling District. About 20, mostly micro entrepreneurs participated. They were primarily from the local silver crafts industry and the handloom and knitting wear industry. Micro Entrepreneurs and Artisans, many of them not making more than 2 lakhs a year in annual sales. Their sole focus to join the workshop was to understand what new knowledge they can gain to get on with their next steps of their growth. They are surviving but not moving on. And they really do have not much support from any front other than some from MSME&T Dept. When we shared the story of how we are trying to work with the Dokra Artisan Community, small steps at a time to create a scalable start-up. They were hooked onto the idea. They saw a possibility of creating a similar producers community and working together to scale up by producing new design silver craft or knit wear as the case maybe. Amongst them was a single Entrepreneur whose story was motivating where he was initially offered the job by his friends to help them in their silver crafts business by doing odd jobs and how he got his first order from his first ever trip to Darjeeling from Kalimpong and sold goods of Rs 300 for a profit of Rs 300 more. That gave him his first taste of how he can scale his business by sourcing his work across his friends and selling the goods across the country. We may not possibly get an entrepreneur among this bunch who we can scale to Rs 50cr in next 5 years, but surely we can nurture some scalable entrepreneurs in this humble community of micro entrepreneurs to Rs 5 crore Enterprises, which by itself will be creating a socio economic impact for this region.



DISTRICT OF EAST MIDNAPORE:

1st Campaign for the District of East Midnapore on 28th of July 2016

The MSME Facilitation Center, the brainchild of the Principal Secretary of MSME&T in West Bengal, present across all DICs in Bengal, is the only air-conditioned room in DIC East Midnapore and it was fully packed with about 15 participants. 3 Directors from local Engineering Colleges and rest of them were local entrepreneurs who were called in by the dynamic Officer in Charge of DIC Mr Goswami on a very short notice. This was [#TotalStart](#)'s first workshop in East Midnapore in 2016 and the 8th for the year 2016 in Bengal, of the 100+ scaling and funding Workshops we plan to carry out across 25 districts across 8 states in India in 2016-2017 (we

have carried out full day mentoring clinics here in 2014). It was a successful one where the message went through clearly that we need to develop some local scalable entrepreneurs to make the socio-economic impact in the district and the state. The presence of the local FOSME association of South Bengal Entrepreneurs added to the reach of the workshop further as he is going to reach out to many more of his members. CII is also making inroads at District Level supporting local entrepreneurs, so hearing that some of them was CII members was a nice surprise. Possibly there is a CII chapter in Haldia. The Bootcamp extended to more than 3 hours with excited discussions amongst the entrepreneurs wrt day to day issues of land conversion, electricity overcharge, subsidies, and it was amazing to see the transformation of a serving government officer, Manager in Charge of DIC, who really believes and also acts as a servant to the people, here in this case the Entrepreneurs. #TotalStart surely has an exciting journey ahead in this district with the local DIC team and the charged up Entrepreneurs of this district.



#TotalStart Mentor team's last 3 hours of the 2nd day at East Midnapore District Level Entrepreneur Scaling and Funding Bootcamp ended up in a first hand sighting and diligence of an aspirant Entrepreneur's workshop in a very remote village near Kolaghat. The DIC-Incharge had called him for the workshop at DIC East Midnapore, and the gentleman waited for another 2 hours after the Scaling and Funding Boot Camp session for our visit to his workshop. Such persistence and fire in the belly to make things happen. His workshop was a very modest place with about 7 people working for him, and another possibly 10 people delivers for him in another village. He is actually a craftsman of bamboo and is an artist, but trying to strongly scale his arts-craft into real business driven by his expertise to create any structure or art piece out of bamboo. Art sells, but not too often, but regular items sell all the time. He is now focused on making

regular items, like trays made from bamboos and a real masterpiece is a computer case made out of bamboo. Though he claims he can supply 1000+ orders of these bamboo computer carrying cases in 90 days, but I do not think his present business model is scalable. Presently he is doing a business of around Rs 20 lakhs a year. Can he take it to Rs 2 crores in 2 years and 10 in 5 years? With his present structure he cannot. But can he scale? I am positive he can. He has the fire in the belly, the persistence and an urge to grow. Let us explore whether this craftsman can be transformed into a scalable crafts Entrepreneur.



DISTRICT OF COOCHBEHAR:

Camp Coochbehar, North Bengal, 8th. and 9th. August: TotalStart's Micro and Small Scalable Entrepreneurship Development Initiative at District Level jointly with District Industries Centre, Coochbehar, Dept. of MSME&T, West Bengal. Small neat town, here tiering of a town disappears, so we cannot say whether it is Tier 3 or 5 or anything below. Coochbehar District is mostly agriculture based. While we discussed with the local Nabard District Development Manager, we understood that the scope of development for scalable industries can be only dairy processing, Poultry and Fish Feed Industry, as maize is grown here replacing Jute and the demand of Fish is very high here and supply is very low, so organised scientifically based Pisciculture could be the other scalable industry. And that is the Nabard

perspective and we are sure we will get a holistic perspective from the local DIC GM and from the local Entrepreneurs at the workshop we are carrying out tomorrow with the DIC.

Photo: The famous Coochbehar King's Palace and the surrounding area.



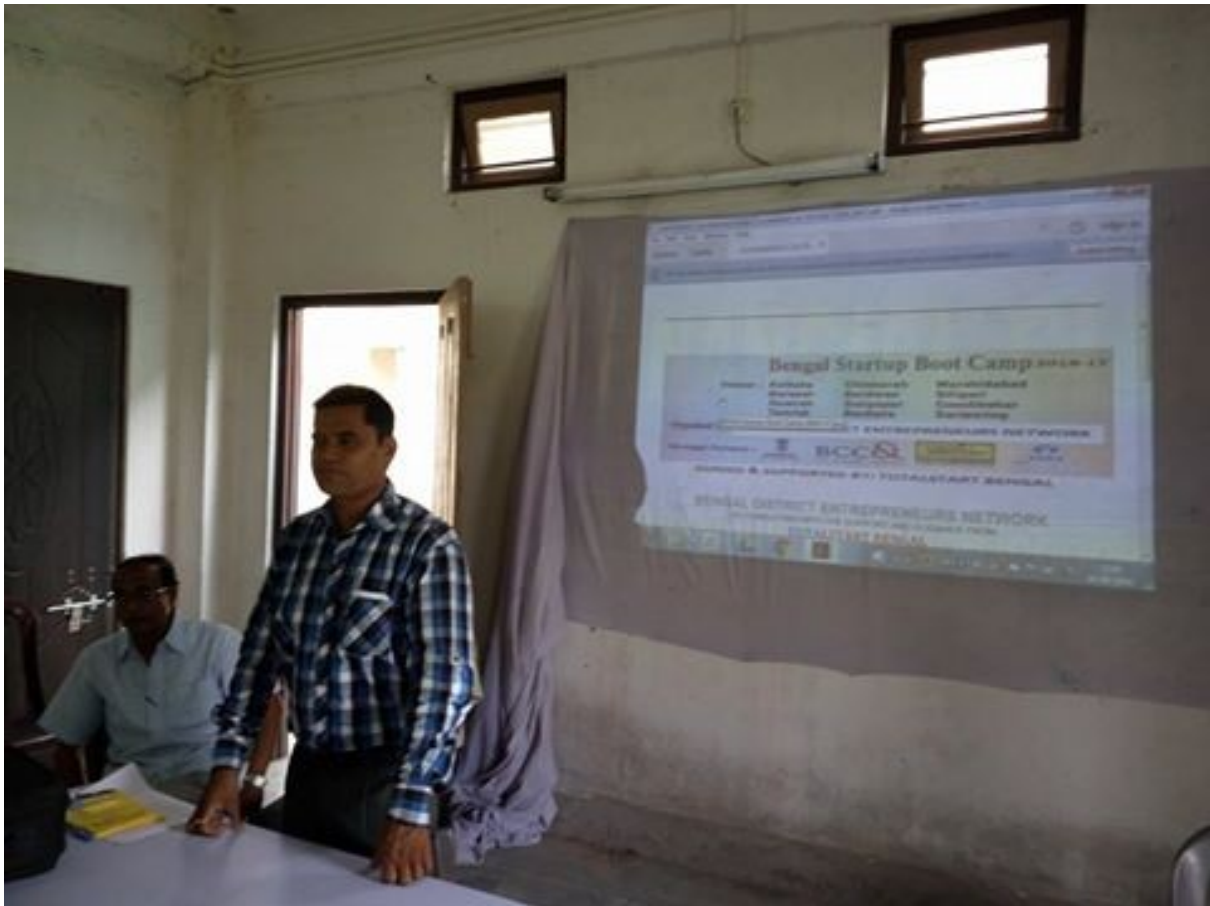
Camp Coochbehar 9th. August: On the kind invitation of the District Industries Centre of Coochbehar, TotalStart Mentors organised this workshop for Scaling and Funding for Micro and Small Entrepreneurs. There are 2 trade bodies in Coochbehar District. Both were very well represented. More than 40 district entrepreneurs participated out of whom around 20 were planning to launch new projects. Their main concern was financing. When we shared with the team that our focus was scaling and funding is an integral part of that journey but only constitutes a very small part of our engagement with the Entrepreneur, they were happy to hear so, but still had concerns of financing. We found some rags to rich story here amongst the leading entrepreneurs. There are sure cases of scalable entrepreneurs here, and possibly some select cases of scalable Enterprises. It looks like the Nabard district officer suggested Pisciculture and Dairy Project is already taking off through a cooperative. Potential and aspiration is high in a small select group of entrepreneurs of around 50 here in the district.



STORY OF A LOCAL COOCHBHAR ENTREPRENEUR AS TOLD BY HIM

His name is Bhola and he hails from one of the less industrially developed districts in Eastern India, Coochbehar. He started his career as a local marketing sales rep for large fertiliser and pesticide companies and reached out to several thousand farmers to connect and then to form long term relationships. And this network of several thousand and now several 100 thousand farmers have become his strength over the years. Now he not only sells the goods as a distributor of some large Fertiliser and pesticide companies, but has created his own brand of fertilisers and nutrients to carve out a niche from the existing consumption and has become one of the most reliable companies in the fertiliser and chemical domain industry in East and North East India. He has about 100+ employees and an equal number he will need for his new venture

in the same line. His has been a rags to rich story and an inspiration for his fellow members from the district who are existing or prospective micro or small Entrepreneurship. He has not stopped dreaming and walking the dreamed path. He wants to become a 100 crore company in the next 5 years. And sure he can. He is still a man of simplicity supporting many local Entrepreneurs through the local Industry welfare association and rides only his two wheeler to distant farmer clients reestablishing his bonds. His strength is his trust level with his clients.



DISTRICT OF NORTH 24 PARGANAS:

A MEETING WAS CONDUCTED BY DIC GM MR. CHAKRABORTY WHERE TOTALSTART WAS INVITED TO JOIN IN AS A TECHNICAL PARTNER FOR EXECUTING THE BUSINESS MODEL COMPETITION & SCALING AND FUNDING WORKSHOPS IN NORTH 24 PARGANAS. SEVERAL OVER THE PHONE DISCUSSIONS HAVE HAPPENED TO PLAN OUT THE NEXT STEPS.

DISTRICT OF SILIGURI:

PLANNED WORKSHOP IN THE FUTURE, IN SILIGURI WITH THE SUPPORT OF DIC SILIGURI. TO BE CONFIRMED.

DISTRICT OF MURSHIDABAD:

NO PLANNED WORKSHOP AS OF DATE IN MURSHIDABAD WITH THE SUPPORT OF DIC MURSHIDABAD, THOUGH DISCUSSIONS HAVE TAKEN PLACE.

DISTRICT OF MALDA:

WAS INVITED TO COME TO MALDA TO DISCUSS ON THE PROJECT. HAVE REVERTED BACK WITH A SUGGESTION TO CARRY OUT A WORKSHOP AS A PRECURSOR AND DISCUSS TH PROJECT AT THE SAME TIME IN THE VISIT.

ENGAGEMENT MADE WITH ALSO DIC HOOGHLY, HOWRAH, SOUTH 24 PARGANAS AND NADIA FOR CARRYING OUT THE PROGRAM IN THOSE DIC JURISDICTION

**TotalStart Sikkim Startup Boot Camp 2015 for
Scalable Small Enterprises**

**HOW TO START UP A STARTUP
SEMINAR /WORKSHOP SERIES**

PRESS RELEASE, PRESS COVERAGE & ANNOUNCEMENTS:

Place of release: TotalStart Sikkim Innovation & Incubation Center, STPI Gangtok, Sikkim Jewel Complex, Tadong, Gangtok, Sikkim

Date of release: Jan-March 2015



TotalStart Sikkim Innovation & Incubation Center, the local operation of **TotalStart Entrepreneurship Ecosystem Developers**, a section 25 not for profit company focussed on developing entrepreneurship ecosystem in entrepreneurially less developed regions in the country launched at their Innovation & Incubation Center at Software Technology Parks of India Gangtok on 5th March 2015 the "TotalStart Sikkim StartUp BootCamp 2015" where "TotalStart Sikkim District Innovation & Incubation Unit" was inaugurated by the Hon'ble Member of Parliament of Sikkim Shri P D Rai. Shri P D Rai also declared in this StartUp BootCamp seminar/workshop that Sikkim Government is going to kickstart in the next 6 months a very focussed and integrated program for developing Startup Entrepreneurs in the State spearheaded by the Dept of Commerce & Industry. He also advised TotalStart Sikkim to play an important role in the state program by plugging in with their own focussed effort to develop 20 "small but scalable startuppreneurs" annually through their 2 year integrated "TotalStart Business Mentoring Program".

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NEWS

Seminar for struggling entrepreneurs on March 5

Staff Reporter

GANGTOK, January 29: A seminar with an aim to develop the entrepreneurship ecosystem in Sikkim will be held in Gangtok on March 5.

The workshop titled "How to structure a business and initial legal steps" will be inaugurated by Lok Sabha MP P.D. Rai here at Software Technology Parks of India, Tadong.

The workshop would be organized by Totalstart

Entrepreneurship Ecosystem Developers (TEED).

"Starting a new business requires any entrepreneur to take care of a number of initial issues. The responsibility of selecting an initial business structure lies often on the entrepreneur. There are limited resources available at this stage and having an initial sense of issues is extremely helpful in setting overall business strategy, dealing with partners and suppliers. Decision made at this stage

can have long term implications," said TEED chairman Dr. Suryanil Ghosh during a meeting with MP Rai here in Gangtok today.

He added that workshop would be held twice in a month for six months.

"We will take help of the district information centres to invite the struggling entrepreneurs who are willing to participate in the workshop. 20 interested entrepreneurs would be picked up and will be given two years of training,"

he said.

Rai said that all possible support to the endeavor would be given by the government.

"The workshop would also be one of the opportunities to make utilize the STPI which have been set up in Sikkim for the welfare and the benefit of the people," said Rai.

TEED is a global organization registered with Registrar of Companies of India with a focus to develop entrepreneurship eco system in remote regions of India.

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Dr Suryanil Ghosh, Chairman of TotalStart, shared his thought that District Industry Centers (DIC) under the Dept of Commerce & Industry is an excellent infrastructure built by any state government, which can play an extraordinary role if properly boosted, equipped and supported by other entrepreneurship development focused organizations in the state and suggested that all efforts to be brought together by all stakeholders of entrepreneurship development in the state to support the DICs under the Department of Commerce & Industry.

Shri P D Rai also enunciated on four key points to inculcate the spirit of entrepreneurship amongst the young entrepreneurs of Sikkim who were present there. Amongst them: zeal to achieve something with fire in the belly and honesty & sincere hardwork stood out.

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20 small entrepreneurs participate at 'Startup Boot Camp 2015'

District Innovation & Incubation Unit inaugurated



The officials during the meeting. SE Pic

PRIYATA PRADHAN

GANGTOK, March 5: The District Innovation & Incubation Unit (DIIU) for Sikkim was inaugurated today here at Software Technology Park of India (STPI).

On the occasion, Total Start Entrepreneurship Ecosystem Developers of Sikkim also conducted a workshop on "Startup Boot Camp 2015" with the motive of nurturing 20 small entrepreneurs.

Lok Sabha MP P.D. Rai attended the workshop along with Total Start Entrepreneurship Ecosystem Developers chairman Dr. Suryanil Ghosh, local

entrepreneur Tenzing Barphungpa, stakeholders and other officials.

During the workshop it was informed that State Innovation Incubation Unit (SIIU) will be conducting the workshop for six months to 10 aspiring entrepreneurs in the first phase. After the first batch the unit will take another 10 participants for the next six months. These 20 passed out trainees will then be given training for another two years in entrepreneurship.

"Total Start through its SIIU aims in giving opportunity to the youth to learn and help them start their own business," said Dr. Ghosh during the

workshop. He added that Total Start aims towards making budding entrepreneur to stand on their own feet, teach them how to generate revenue and most importantly encourage young people to take profitable small enterprise which will also employ other local youth.

P.D. Rai noted that there is a lack of entrepreneurship in Sikkim. "Counselling before starting any business is important in today's entrepreneurship world," said Rai, urging youth to have passion to set up their business. The MP also stressed for a sense of responsibility and hard work for successful business.

NEW DELHI (IANS): The... on Thursday... jail term for... chief minist... Chautala an... Chautala in... recruitment... 2000, hold... chief chea... Haryana... "deserved... highest ki... Just... said O.I... chief m... that tim... the sta... "deser... highes... Th... accuse... out o... forth... rema... respe... V... been... year... aske... alleg... camp... elect... on m... pend... cour... Chau... on m... T... facts... by the

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The StartUp BootCamp seminar/workshop was well represented by all the major stakeholders in entrepreneurship development efforts in Sikkim. Shri Manabendra Mishra GM RBI presided over the brainstorming session amongst the stakeholders of entrepreneurship development in Sikkim. The other participants in the brain storming session were Mr Pulger Jt Secretary of Commerce & Industry Department, Mr S K Pradhan GM DIC East & North, Mr S K Basu Director MSME-DI, Mr Nabin Kumar Naik Director Nehru Yuva Kendra, Dr Arjun Adhikary a senior entrepreneur from Gangtok, Professors from Sikkim Manipal Institute of Technology, Mr Madhusudan Das, Director RSETI, SBI, Mr T Samdup Jt Director IT Dept and Dr Nihar Mohanty Head of STPI Gangtok also co-host of the program. What prominently came out from the discussions is that Sikkim State is a very active social program oriented state with government playing a major role in the development of people and supporting their needs. So the entrepreneurial spirit is lost amongst the youth as they get easy options and opportunities where they become complacent and work towards mostly getting government jobs or generally look for only getting a job, and do not seek out a harder but more rewarding path of becoming an entrepreneur.

The workshop ended in the afternoon with focussed handholding and mentoring of young entrepreneurs and studentpreneurs who participated from Central Sikkim University and Nehru Yuva Kendra under the stewardship of Dr Suryanil Ghosh, Chairman of TotalStart supported by Mr Tenzing Barphungpa TotalStart Sikkim Youth Leader, Dr Arjun Adhikary, Mr D R Sharma MSME-DI Govt of India, Mr Nabin Patnaik Nehru Yuva Kendra and Professor Ajoy Roy and A K Tiwary of SMIT.



TotalStart's hunt for the 20 groomable entrepreneurs to be mentored and hand-held to be successful in their 2 year program is on for the next 5 months with 5 more StartUp BootCamp workshops to be conducted at TotalStart Sikkim Innovation and Incubation Center. To apply one should reach out to TotalStart Sikkim at secretariat@totalstart.org

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Awareness programme to unemployed, SHG and Farmer was organised in Parkha GVK. The programme was attended by Kuber Bhandari MD SIMFED, Tenzing Kuensal Barphungpa Youth Executive Leader TOTALSTART SIKKIM, Gyumrmie Yousal CEO SIKKIM KHADI AND VILLAGE INDUSTRIES BOARD, S K Pradhan GM DIC... THE CHIEF GUEST OF THE PROGRAMME was Chopel Dzongpo Bhutia Chairman Commerce and Industries Department.



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TotalStart is organizing its second Startup BootCamp Workshop/Seminar series in Jorethang and Gangtok on 21st April 2015 and on 23rd. April respectively. TotalStart is also seeking sponsorships, funds and grants for carrying out its programs in Sikkim and other East and North East States of India to develop local prospective small scalable entrepreneurs in each state who can be groomed and built up in the next 2 years through its **TotalMentor Business Mentoring Program** under the **TotalStart District Innovation & Incubation Unit** initiative.

SOME NOTES ON THE WORKSHOP FOR STARTUPRENEURS

TotalStart Sikkim 's hunt for the 20 groomable entrepreneurs to be mentored and handholded to be successful in our 2 year program is on for the next 5 months with 5 more StartUp Boot Camp workshops to be conducted at TotalStart Sikkim Innovation and Incubation Center, Gangtok.

Workshop for South & West Sikkim Startupreneurs:

Date: 21st. April 2015

Time: 9:30 am - 6:00 pm

Venue: State Institute of Capacity Building, Karfector, Jorethang, SIKKIM

[Co-hosted by State Institute of Capacity Building, Jorethang, Sikkim]

Workshop for East & North Sikkim Startupreneurs:

Date: 23rd. April 2015

Time: 9:30 am - 6:00 pm

Venue: TotalStart Innovation & Incubation Center, Software Technology Parks of India Gangtok, Sikkim Jewel Complex, NH 31A, Tadong, Gangtok, SIKKIM

[Co-hosted by Software Technology Parks of India Gangtok, Sikkim]

Please write to Tenzing Barphungpa at tenzing.barphungpa@totalstart.org or send email to secretariat@totalstart.org for attending the hands-on workshops to set yourself in the path of becoming a small scalable entrepreneur. FOR CLARIFICATIONS PLEASE CALL +91 9749077674

PARTICIPANT FEE: RS 500/-

(AS ONLY SERIOUS PARTICIPANTS ARE ENTERTAINED A NOMINAL PARTICIPATION FEE FOR SERIOUS SEEKERS OF ENTREPRENEURSHIP PATH IS KEPT)

TotalStart Sikkim eagerly looks forward to hear from all prospective and present startupreneurs you regarding your participation and send select startupreneurs to attend the workshop.
