

# TOTALSTART

**TotalStart Entrepreneurship Ecosystem Developers**  
(A Section 8 Company - CIN Ref No: U74900WB2014NPL199951)  
[www.totalstart.org](http://www.totalstart.org)

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## ABOUT

### TOTALSTART ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

Totalstart Entrepreneurship Ecosystem Developers is a Section-8 Company registered under Companies Act, 2013 on 3<sup>rd</sup> February, 2014. It works in the space of Fostering Entrepreneurship in Underdeveloped Regions and Underprivileged Communities. It helps in incubating and scaling prospective or existing micro & small, but potentially scalable rural and district level entrepreneurs. It also 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, along with 5 physical incubation centres located in Jadugoda/Jamshedpur (focus on Tribal farmers and youth), Kolkata/West Bengal (focus on women), Sheoraphuli-Hooghly/West Bengal (focus on blind/disabled youth), Kalimpong/West Bengal (focus on marginal farmers and youth), Gangtok/West Bengal (focus on marginal farmers and youth).

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 its contribution for the last several years for incubating and scaling micro and small Rural and district level Enterprises.

A Brochure is attached for details.

Website: [www.totalstart.org](http://www.totalstart.org)

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

### Notable Engagements/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. **Government Project:** (PMYuva Yojana - Ministry of Skill Development and Entrepreneurship)

#### TotalStart - PMYuva Initiative

PMYUVA 2.0 Pilot aimed to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship networks. The project also aimed to promote development of social enterprises for inclusive growth. The project was implemented in collaboration with TotalStart for a duration of 1.5 years (Nov 2019 to March 2021). Under this project 37 ITIs, Polytechnics and JSSs were enabled and supported to deliver entrepreneurship education and training to over 6000 students. Also, a strong pool of approx. 70 Entrepreneurship Educators and 20 Mentors were created.

Additionally, 10 underprivileged communities were engaged through intense workshops and mentoring follow ups to create social enterprises with a robust network of peers, mentors, incubators, funds and business service. Focus was also on entrepreneurship promotion and social entrepreneurship.

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

### 3. 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.

A brochure is attached for details.

Website: [www.mushroomers.in](http://www.mushroomers.in)

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

### 4. 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 a better standard of living to the members and their extended community, provides health and medical services, welfare and community development services.

A brochure is attached for details.

Website: [www.tribalag.in](http://www.tribalag.in)

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

### 5. 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 the 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.

A brochure is attached for details.

Website: [www.dokraarts.com](http://www.dokraarts.com)

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

### 6. TRIBAIINDUS INDUSTRIES PRIVATE LIMITED

Tribalindus' endeavour in synch with the aspiration of the tribal community at large in the region in the state of Jharkhand and with support of the newly formed commerce and industry association of the tribal community in the region, TICCI - Tribal Indian Chamber of Commerce and Industries, is to create a strong Industrial Ecosystem driven by tribals by creating and nurturing a few tribal owned private limited companies with strong systems and process setup and steady uptake wrt knowhow of technology and integration of infrastructure of technology based delivery capability, in steady steps.

The creation of this platform will enable the tribal community to formally take up small and midsize contracts from the government public limited enterprises and also private enterprises which has mandated affirmative action of creating

vendors from the tribal community. Tribalindus Industries Pvt. Ltd. is one of the first attempts towards this vision of creating an industrial ecosystem driven by tribals.

Website: [www.tribalindus.com](http://www.tribalindus.com)

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

### 7. 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.

A brochure is attached for details.

Website: [www.tnfc.in](http://www.tnfc.in)

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

### 8. KFFL - Kalimpong Floriculture Farmers Producer Company Limited

KFFL - Kalimpong Floriculture Farmers Producer Company Limited is a scalable aggregated enterprise founded and managed by the nano entrepreneurs engaged in floriculture in the District of Kalimpong, West Bengal, India.

Website: [www.kffl.in](http://www.kffl.in)

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

### 9. TSFE - THE SCHOOL FOR ENTREPRENEURS

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

TSFE Online was launched from 1st January, 2021. It is a 40 hours program focusing on Entrepreneurship development among youths with education qualification of Graduation and above, and training them in Entrepreneurial skills. This program will also promote, aid, encourage, develop, protect and secure the interests of potential start-ups by providing education, training, guidance, mentoring and learning.

The program ensures that you have your foundation set to launch off as an entrepreneur. Faculties engaged as mentors are themselves senior Intrapreneurs or entrepreneurs- successful or strongly on path of success. This program will focus on key parts of the foundation of entrepreneurship and entrepreneurial mindset.

Website: [www.tsfe.in](http://www.tsfe.in)

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

### 10. TotalStart Blind Youth Entrepreneurship Development Initiative

This initiative was started on behest of the Blind Student's staying at the Blind Student Hostel at Rajbati, Sheoraphuli, Hooghly, West Bengal, India being supported by an initiative taken up by the Society of the Welfare of the Blind (an NGO started by Swami Lokeshwarananda of Ramakrishna Mission), supported by South Suprayas (an NGO started by pass-outs from RKMV, Narendrapur from 1979 batch) and TotalStart. About 15-20 blind students were selected annually to stay at this blind hostel at Sheoraphuli Rajbari. They were either studying for their grade 12 exams in local schools and/or

undergraduate programs in local colleges in and around Kolkata. After graduation there was very less possibility for these blind students to get a job. The focus for this initiative is to run a program to develop these talented young people to be self dependent young entrepreneurs. This in the 2nd phase evolved as a broad based program of skilling and community based enterprise development.

Blind Youth who have the fire in the belly and want to lead a life of creating and running an enterprise are engaged in this program. This program is open to all blind youth of the country. Selected candidates are provided work hostel facilities while they are pursuing their endeavour from this TotalStart Blind Youth Innovation & Incubation Centre.

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

### 11. Darjeeling Black - Darjeeling Small Tea Growers Association

Darjeeling Black SOTG represents the Small Organic Tea Growers of Darjeeling. Most of the raw tea leaves are bought directly from more than 50 plus indigenous and hardworking farmers in Darjeeling. Directly a part of the revenue earned by the company goes to patronising small farmers who cultivate tea organically which is dying in these times hence we strive to revive, support and uplift their economic condition. By patronising growing tea by small farmers as an alternative cash crop.

Website: [www.darjeelingblack.com](http://www.darjeelingblack.com)

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

### 12. Second Mission:

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

Website: [www.totalstart.org/deep-tech](http://www.totalstart.org/deep-tech)

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## NOTE FROM DR. SURYANIL GHOSH, CHAIRMAN, TOTALSTART

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”*

# TOTALSTART

## TotalStart Entrepreneurship Ecosystem Developers

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 its 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 organisation, its founding members and its 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 its 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 a 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 organisation [MushroomAg Private Limited](#) in Coochbehar Bengal [www.mushroomers.in](http://www.mushroomers.in). The vision is also to setup 12 Industrial Cooperative Societies or FPOs 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](#) [www.tspd.com](http://www.tspd.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 organisations 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, government support and other crowdfunding forums. We are registered under 12AA and 80G provisions of the Income Tax Law for income tax exemption and tax free donations.**