
TOTALSTART

ENTREPRENEURSHIP ECOSYSTEM DEVELOPERS

FOSTERING ENTREPRENEURSHIP UNDERDEVELOPED REGIONS & UNDERPRIVILEGED COMMUNITIES

TotalStart Entrepreneurship Ecosystem Developers

Mission: Fostering Entrepreneurship in Underdeveloped Regions and Underprivileged Communities

Goal: Creation of Wealth By Underprivileged For Underprivileged through Scalable Community Enterprise
Development

Web: www.totalstart.org | www.totalstart.in | www.tsfe.org.in | www.tsfe.in

Mob/WA: +91 7003625771 | +91 7003625772 | +91 9749077674

A. TotalStart's Select Underprivileged Community Enterprise Engagements

1. **TribalAg Limited, Jadugoda, Jharkhand, India** www.tribalag.in: A community Agri Enterprise incubated since 2018, owned and managed by marginal Tribal Farmers and micro Tribal Agripreneurs, catering to providing all inputs to the tribal and marginal farmers and selling their output and also fruit tree planting to give additional income to marginal and tribal farmers and at the same time alleviate climate change. For FY22-23 planting 5 lakh fruit trees in three districts in Jharkhand. Developing the first and the largest Agri Enterprise founded and run by Tribal & Marginal Farmers and Agripreneurs. In the path towards engaging as shareholders 1,00,000+ Empowered Tribal & Marginal Farmers & Tribal Micro Agripreneurs providing traditionally grown organic vegetables and fruits, processed organic agri-products and organic forest produce. Creating a robust rural supply chain engaging 1+ million acres of tribal farmland and 1+ million acres of Sustainable Social / Village Tribal Forests. Making an impact wrt Climate Change by fighting it through Fruit Tree Planting. www.facebook.com/TribalAg
2. **MushroomAg Private Limited, Hooghly, West Bengal, India** www.mushroomers.in: An underprivileged community enterprise catering to the full lifecycle of Mushroom Supply Chain from mushroom spawning, cultivation, processing, value addition, trading and sales, owned and managed by Visually Challenged and Differently Aabled Youth backward integrated with marginal mushroom growing farmers. Also engaged in fruit tree planting supporting marginal farmers. Supporting 50,000 fruit tree planting in FY22-23 in Hill Districts of West Bengal and Sikkim. <https://www.facebook.com/mushroomers.in>
3. **TribalIndus Industries Private Limited, Jharkhand, India** www.tribalindus.com: A community enterprise for Tribal Youth for launching their industrial products and solutions specific to their needs. Tribalindus' endeavour in synch with the aspiration of the tribal community at large in the region in the state of Jharkhand, West Bengal, Odisha and Chattisgarh and with support of the newly formed commerce and industry associations of the tribal community in the region, 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 is enabling 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. <https://www.facebook.com/tribalindus>
4. **TNFC - The Naturelle Fibre Company, Sikkim, West Bengal India** www.tnfc.in: This underprivileged community enterprise is focused on: Creating, developing and supporting the ecosystem for scalable community based enterprises focused on cutting and tailoring for women, women SHGs, Industrial Cooperative Societies and Producers Organizations supporting the underprivileged and marginal women and/or such enterprises across the country involved in this business, by providing them all input required and supporting them with selling their output, by creating aggregation centers with Common Facilitation Centers and Centers of Experimentation and Excellence for Production, Packaging, Fashion Designing, logistics hub, backward integration support infrastructure, forward market linkage infrastructure and whatever is required to commercially scale and support these business endeavor to create wealth by the underprivileged for the underprivileged engaged in this endeavor. <https://www.facebook.com/TNFCLimited>

Select Underprivileged Community Enterprise Incubation, Mentoring and Scaling Engagements

5. **Nalanda Learning Systems Private Limited, Kolkata, India:** Nalanda Learning Systems Pvt Ltd is a pre- primary education initiative which was founded in 2012 with its flagship brand "Little Laureates" expanding to 83 branches and became a household name in eastern part of India providing affordable preschool education at rural and district small towns. This was the brainchild of Mr.Tamal Mukherjee and Mr. Timir Mukherjee, the founders having more than 20+ years of experience in financial service sectors and pre-school segment. In 2021, Nalanda launched India's first Virtual Digital School - a winning combination of ground breaking technology and traditional schooling to support parents, students and bring back hopes of all preschool owners with security and business continuity. With Nalanda's legacy of physical and virtual pre-schooling experience that led to its tremendous success during the Pandemic, have now launched its new program "ASSIST" with a vision to help standalone preschools revive their business and at the same time empower new age edupreneurs to assist in their educational business aspirations. TotalStart was the incubator and angel investor for Nalanda since it's inception and acted as its chief mentoring org till 2021, just after the investment of Rs 40 crores by Aavishkaar Capital. Aavishkaar was engaged by TotalStart to support the investment and growth of Nalanda first in 2003 with an initial 1st investment of Rs 4 crores with a total investment till date of Rs 63 crores. TotalStart was the angel investor. mentor and main fund facilitator to support this organization to bring in Aavishkaar Group to fund it in 2013. <https://www.facebook.com/nalandalearning>
6. **Darjeeling Black, Darjeeling, West Bengal, India** www.darjeelingblack.com: A community enterprise owned and managed by Small Tree Growers of Darjeeling, having two tea processing unit, catering to the entire value chain of tea growing to selling. <https://www.facebook.com/DarjeelingBlackSOTG>
7. **KFFL - Kalimpong Floriculture Farmers Limited, Kalimpong, West Bengal, India** www.kffl.in: A community enterprise aggregating micro and small floriculturists of Kalimpong District in West Bengal creating a scalable enterprise catering to the full range of providing inputs to the floriculturists and selling their outputs and developing Common Facility Centers for processing, packaging and selling. Geared towards creating, developing and supporting the ecosystem for scalable community based enterprises focused on floriculture for underprivileged men and women, SHGs, Industrial Cooperative Societies and Farmers Producers Organizations supporting the underprivileged and marginal women and/or such enterprises across the country involved in this business of floriculture, by providing them all input required and supporting them with selling their output, by creating aggregation centers with Common Facilitation Centers and Centers of Experimentation and Excellence for Production, Packaging, Large Nurseries, logistics hub, backward integration support infrastructure, forward market linkage infrastructure and whatever is required to commercially scale and support these business endeavor to create wealth by the underprivileged for the underprivileged engaged in this endeavor. <https://www.facebook.com/KFFLTD>
8. **DokraArts.com, Burdwan and Bankura, West Bengal, India:** Between the two villages of Bikna, Bankura and Dwariyapur, Purba Bardhaman in West Bengal, DokraArts.com Team is about 200 plus Dokra Artisans, supporting family members of about 1000 men, women and young kids, who also actively engage in and support the work. We have two cooperative societies, one in each village. One of them is controlled by a handful of the more affluent dokra artisans and the other is not functional. All the dokra artisans of one village and select few of another village, together, we are in the process of forming a branded artisan organization www.dokraarts.com, as a producers organization and a private limited company which will support us both for national and global marketing, help us to set up best practices of doing business and also help us apply new designs and new technology to our Dokra Artisanry process. Presently it is an incubated project of TotalStart for the last 5 years with investment from TotalStart over 50 plus lakhs to support the communities work development and sales through an integrated platform over social marketing, website sales and bulk corporate sales. The Dokra Drinking Mug is one of the best sellers. <https://www.facebook.com/DokraArts>

TotalStart Entrepreneurship Ecosystem Developers

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Community Innovation & Incubation Centers: Gangtok/SK, Sheoraphuli/WB, Jadugoda/JH, Kalimpong/WB, Kolkata/WB, Ampati/ML

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Select Underprivileged Community Enterprise Incubation, Mentoring and Scaling Engagements

B. Select Entrepreneur Mentors on TotalStart's Mentor and Governance Board

MENTOR & GOVERNANCE BOARD



Mr. Sasha Mirchandani, Managing Partner, Kae Capital



Sir. Ganesan Natarajan, Chairman – Topaz Solar



Mr. Atluri, Global Head, Quality Engineering, BNY Mellon



Mr. Sudip Banerjee, Past President Wipro



Mr. Ajoy Mukherjee, Former Global Head & EVP, TCS



Dr. Sumit D. Chowdhury, Founder Gaia Smart Cities



Mr. Masayoshi Tamura, Senior Director, Hitachi



Mr. Sunil Goyal, Managing Director, Yournest VC



Mr. Anil Kejriwal, Serial Entrepreneur



Mr. Partha Bhattacharya, Former CMD, Coal India



Prof. Rajat Nag, Former Managing Director, General, Asian Development Bank



Prof. Randy Goebel, Founder – Alberta Machine Intelligence Institute



Mr. Vinod Sood, MD Hughes Systique



Mr. Arjun Malhotra, Co-founder HCL



Mr. Mahavir Sharma, Chairman, Rajasthan Angel Innovators Network



Mr. Bhaskar Majumdar, Managing Partner, Unicorn India Ventures



Mr. Nikhil Madan, Managing Director, e-Navik GmbH



Mr. Sudip Nandy, Partner, Operating Chrys Capital



Mr. Sudip Bandyopadhyay, Chairman – Inditrade Group



Ms. Mrinalini Gupta, Country Manager – India Fund AA



Mr. Reji Kumar Pillai, General Partner Magnetar Venture



Mr. Peter Church, Chairman, AFG Venture Group



Mr. Alok Ohrie, Managing Director, Dell Technologies



Mr. B L Mittal, Founder, Sasta Sundar



Mr. Phanindra Sama, Co-founder, Redbus.in



Brig. Dr. S. Mishra, Vice Chancellor Sikkim Manipal University



Mr. Sharad Shrivastava, Past President CSC



Ms. Sonia Bashir Kabir, SBK Tech Ventures



Vikram Gupta, Founder & Managing Partner, IvyCap Ventures Advisors



Mr. Sunil Antani, Past Vice Chairman Bank of America (Technology)



Dr. Saurabh Srivastava, Chairman, Indian Angel Network



Mr. Sameer Garde, Ex-President CISCO South Asia



Mr. Satish Mehta, Board Member, Digital India Fund



Aniruddha Lahiri, Founding Chairman, Trishul Engineering Services, Past President – Bengal Chamber, The Chatterjee Group



Mr. Michel Teyssdre, Owner Expand Technology Group



Mr. Subrata Mitra, Partner, Accel

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We have 125+ Entrepreneur Global and National Mentors on our Mentor and Governance Board and about 770+ Technology Entrepreneurs and Investors who are available to us anytime we reach out to them provided we have a strong case to support an incubatee or acceleratee.

Plus we have an easy reach to the select top 20 best Social Impact VCs and Social Impact Angel Funds and networks in India and globally with direct engagement relationships with all of them to provide support to our underprivileged community enterprises

C. Start date of TotalStart's Entrepreneurship course/program and the number of entrepreneurs who have successfully completed the course/program so far

1. Started as a Full Mentoring and Handholding Engagement from Year 2010 under the program of Incubating and Scaling Rural and District Level Micro and Small Enterprises
 2. Evolved as a structured program with the launch of TSFE - The School for Entrepreneurs www.tsfe.in
 3. Further evolved as an online/offline program from 2020 with the launch of TSFE Online - www.tsfe.org.in
 4. A program was launched for Deep Tech Incubation www.totalstart.org/deep-tech, as the Mentor and Governance Board of 125+ Global and National Mentors have deep experience and expertise as techno entrepreneurs along with the strong established relationship with Tech VC Funds and Angel Networks both global and national. The plus is the TotalStart's own Angel Network
- Each batch of TSFE Online graduates about 20 prospective or existing rural and district level entrepreneurs maximum in a cohort. We have carried out 4 batches till date.
 - Each batch of TSFE engages with 10 select prospective or existing rural and district level entrepreneurs who has graduated through TSFE Online program or has been selected through TotalStart's District Level Innovation and Incubation Program which is carried out in 25 Regional District Hubs across 12 Eastern and North Eastern States in India with 5 physical Innovative MSME Incubation Centers in Jadugoda in Jharkhand for Tribal Youth, Kolkata (for Women Entrepreneurs), Kalimpong and Hooghly in West Bengal and Gangtok in Sikkim. Of these 2 of them are Govt. of India MSME Dept approved Incubators. The approximate numbers who has been incubated/mentored or supported are as follows:
 - 2014-till date – Incubating 3 start-ups and mentored/(still mentoring some) 170 startups at rural and district levels officially for periods of 1 month to 12 months or more
 - Have created and developing 17 Community Enterprise Projects

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TOTALSTART'S CSR PARTNERS

**TATA STEEL DOWNSTREAM
PRODUCTS LIMITED**

Since FY2018-2019 – www.tsdp.com



Since FY2021-2022 – www.hsc.com

TOTALSTART'S CORPORATE & INSTITUTIONAL DONORS



azimpremjiphilanthropicinitiatives.org



accel.com



nestle.in



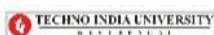
nishithdesai.com



aavishkaargroup.org



sastasundar.com



technoindiauniversity.ac.in



baybasi.org



littlelaureates.org



tarah.ai



sofoclelabs.com



futurenetwings.com



cimaglobal.com

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TOTALSTART'S INDIVIDUAL PROGRAM SPONSORS



Subrata Mitra, Partner, Accel for www.mushroomers.in



Prof Rajat Nag, Former Managing Director General, Asian Development Bank for www.mushroomers.in



Saurabh Srivastava, Chairman, Indian Angel Network for www.dokraarts.com



Dr. Tapas Mandal, Canada for www.mushroomers.in



Mr. Abraham Stephanos, MD, TSDPL for www.dokraarts.com



Mr. Alok Ohrie, Managing Director, Dell Technologies for www.dokraarts.com



Mr. Gurmeet Singh Chaddha, MD, Master Portfolio Service for www.dokraarts.com



Dr. Victor Palit, UK for www.dokraarts.com



Mr. Jaideep Chakrabarti, MD Future Wings for www.mushroomers.in

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Ajit Bose, Ex-CFO
Mitt Benckiser



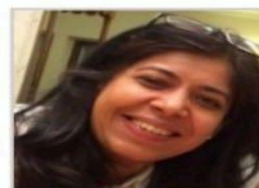
Mr. Sushmito Kamal
Mukherjee,
Management Consultant



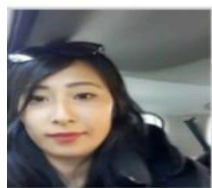
Mr. Masayoshi Tamura,
Senior Director, Hitachi



Mr. Nirmalya Sengupta,
Senior IT Consultant



Ms. Mrinalini Gupta, VC
India



Niksha Pradhan,
Entrepreneur Sikkim



Mr. Devashish Lahiri,
Consultant US



Mr. Tirtha Chakravarti,
Senior IT Entrepreneur



Mr. Samit Biswas,
Entrepreneur UK



Mr. Partha
Bhattacharya, Former
CMD, Coal India



Jay Menon, ED,
IE Global



Mr. Jay Guha,
Entrepreneur US



Mr. Pradipta
Bhattacharya, Senior IT
Consultant



Mr. Udaya Lokre, Ex
Senior Leader L&T



Mr. Prayas Pradhan,
CEO TNFC



Miran Gupta,
Public Policy &
Strategy, Twitter
India



Ms. Neelima Vobugari,
CEO – Tarah Tech



Mr. Raj Mohan, Founder
Sustainable Green
Initiative



Mr. Sunil Goyal,
Managing Director,
Yournest VC



Mr. Ashis Chakraborty,
IT Entrepreneur



Bho Samanta,
IT Entrepreneur



Mr. Ajoy Mukherjee,
Former Global Head &
EVP, TCS



Mr. Debasis Ray, Head
Corp Comm, Tata Trust



Mr. Aniruddha Lahiri,
ex President Bengal
Chamber



Mr. Kuntal Chowdhury,
Senior IT Consultant

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D. Government Supported Projects

PMYUVA (Prime Ministers Yuva Uddyamita Yojana) - Ministry of Skill Development & Entrepreneurship, Government of India

Pilot Project on Entrepreneurship

The main aim of the pilot project is to promote entrepreneurship as an alternate career choice and enable mentoring support through the journey to potential and early stage entrepreneurs, by imparting entrepreneurship education and mentoring support to trainees/ beneficiaries from the skilling ecosystem.

Vision

Accelerate job creation by providing end to end entrepreneurship education, hand holding 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.

The pilot is being implemented across 12 States and Union Territories (Delhi, Uttar Pradesh, Tamil Nadu, Puducherry, Telangana, Kerala, West Bengal, Bihar, Assam, Meghalaya, Uttarakhand, Maharashtra). The project activities seek to create an enabling ecosystem for entrepreneurship development through entrepreneurship education & training, advocacy, and easy access to entrepreneurship network, with focus on student/ trainees and alumni from the skill ecosystem.

Entrepreneurship education is being imparted through about 300 Institutes (Industrial Training Institutes, Polytechnics, Jan Shikshan Sansthan, Pradhan Mantri Kaushal Kendras) across project States, targeting both existing and potential entrepreneurs through specific modules. The pilot is being implemented through organizations having experience in entrepreneurship development, entrepreneurship training as well as mentoring and handholding.

TotalStart was given the engagement of working with 37 ITIs, Polytechnics and JSSs with about 3700 students to develop their foundation as entrepreneurs so that they can launch a new career as a job giver instead of a job seeker. It was also given the engagement to work with 10 community clusters with 30 members each to create community enterprises as industrial cooperative societies. This engagement was for a year plus from January 2020 to March 2021.

For details check the facebook page: <https://www.facebook.com/TotalStartPMYuva>

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MOVCDNER (Mission Organic Value Chain Development for North East Region) - Ministry of Agriculture & Farmer Welfare & Ministry of Development of North East Region, Government of India & Department of Agriculture & Farmer Welfare, Government of Meghalaya

- ☐ **PREAMBLE:** Realizing the potential of organic farming in the North Eastern Region of the country Ministry of Agriculture and Farmer Welfare has launched a Central Sector Scheme entitled “Mission Organic Value Chain Development for North Eastern Region” for implementation in the states of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, during the 12th plan period. The scheme aims at development of certified organic production in a value chain mode to link growers with consumers and to support the development of entire value chain starting from inputs, seeds, certification, to the creation of facilities for collection, aggregation, processing marketing and brand building initiative.
- ☐ **MISSION OBJECTIVES**
 - A. To develop crop commodity specific organic value chain and address gaps in organic crop production, wild crop harvesting, organic livestock management and processing handling and marketing of organic agricultural products through:
 - i. Developing crop specific organic production clusters with necessary infrastructural, technical and financial support
 - ii. By facilitating partnerships between farmers and organic businesses: Local enterprises and / or Farmer Producer Companies based on back-to-back long-term trade relations with clients in domestic and export markets.
 - iii. By providing an enabling environment for project initiatives and development programs with necessary support for organic value chain development and creating market access.
 - B. To empower producers with program ownership by organizing them into FIGs with the final aim to federate into farmer producer organizations/ companies
 - C. To replace conventional farming/subsistence farming system into local resource based, self sustainable, high value commercial organic enterprise
 - D. Developing commodity specific commercial organic value chain under integrated and concentrated approach with end-to-end facilities for production, processing, storage and marketing
 - E. Development of organic parks/zones with facilities for collection, aggregation, value addition, processing, storage and market-linkages for specific commodities requiring capital intensive technology
 - F. Develop NER products as brands/labels through brand building and facilitating stronger marketing access under the ownership of growers’ organizations/ companies.
 - G. Creating state specific lead agencies (Organic Commodity Board or Organic Mission) for coordinating, monitoring, supporting and financing the development and operationalization of the entire value chain.

☐ PROJECT STRATEGIES

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Select Underprivileged Community Enterprise Incubation, Mentoring and Scaling Engagements

- To mobilize commodity clusters and facilitate capacity building, handholding, and infrastructure creation for on-farm input production, training on package of practices and facilitating certification services to farmers.
- To facilitate creation and linking of enterprises (local enterprises/ farmer producer companies) that can create and operate collection, aggregation and post harvest processes, trade organic products and provide necessary services to farmers and to work towards increasing their market.
- To set up lead agencies at central and state to partner with value chain supporting agencies, service providers and institute business development consultancies. To provide access to information, know-how and finance and enabling the enterprises to offer efficient services, support them in building required management capacities, and stimulating market growth.

□ MISSION GOALS

- To install dedicated institutional systems at centre and under each of the state for development and promotion of organic farming
- To create at least one to two replicable end-to-end organic value chain models in each of the states with the integration of growers, handlers, processors, and market facilitation agencies.
- To empower 30-50 thousand farmers of northeastern region through the creation of about 100 farmer producer companies and equip such companies with full value chain under its ownership.
- To convert subsistence farming to commercial organic farming with end-to-end facilities
- To make Northeastern states as major suppliers of organic commodities for national and international markets.
- To improve the production system to ensure higher productivity with better profitability.
- To enable states to evolve their own brand.

TotalStart was initially engaged from FY22-23 with 28 FPOs (Farmer Producer Organizations in Meghalaya). IN FY 23-24 & FY 24-25 it was given the engagement of working with 5 select FPCs in Ri Bhoi district and South West Garo Hills to strengthen, build capacity and scale them by the Department of Agriculture and Farmer Welfare, Government of Meghalaya.

For details check the facebook page: <https://www.facebook.com/movcdner>

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E. AWARDED & RECOGNIZED



TotalStart Entrepreneurship Ecosystem Develop...

170 followers

now •

TotalStart Entrepreneurship Ecosystem Developers

www.totalstart.org primary mission is to provide: All out support towards Creation of Wealth By Underprivileged for Underprivileged.

Two paths are being followed to achieve the above mission:

- A. Incubating and Scaling Underprivileged Community Owned and Driven Enterprises
- B. Incubating and Scaling Micro and Small Rural and District Level Enterprises

For it's contribution towards building the nation, **#TotalStart** was awarded as the Entrepreneurship Ecosystem Builder in January 2019, under the National Entrepreneurship Award Scheme www.neas.gov.in of Govt of India.



TotalStart has been awarded the winner as the **NATIONAL ENTREPRENEURSHIP ECOSYSTEM BUILDER** at the National Entrepreneurship Ecosystem Builder and Mentor of the acclaimed National Entrepreneurship Award by the Govt. of India in January 2019 for its contribution for the last several years for incubating and scaling micro and small Rural and district level Enterprises and Community Enterprises.

<https://msde.gov.in/en/schemes-initiatives/schemes-related-to-Entrepreneurship/national-Entrepreneurship-Awards-NEA-Scheme>

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