



Startupshala

RERFGI Incubation Center

INNOVATION

INCUBATION

ENTREPRENEURSHIP

Startupshala – The Innovation, Incubation and Entrepreneurship Center is a hub for start-up and corporate innovation & entrepreneurship

**Regent Education and Research
Foundation Group of Institutions**

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1. Preamble:

The Startupshala (Innovation, Incubation and Enterprise Center) at Regent Education and Research Foundation Group of Institutions, Barrackpore, is created based on in-depth research into technological advancements, the pool of potential engineering and technology graduates, and market trends. The goal of the plan is to establish the Startupshala with assistance from the Industry and Government bodies in order to take advantage of the talent and aspirations of engineering university graduates in order to create opportunities and generate wealth while also addressing the present and long-term needs of both society and business. The RERFGI supports the Startupshala Centre with the help of an Executive Committee of committed members including experienced faculties, distinguished businessmen, and support Staffs.

2. Vision

To foster an environment that will assist young businesspeople with potential in starting and expanding ventures that use cutting-edge, environmentally friendly, and socially conscious technologies.

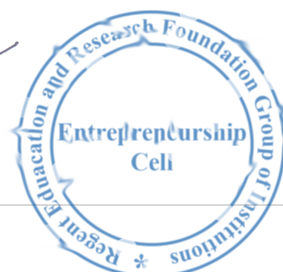
3. Mission

- To construct the stimulating procedures with the help of the faculties, alumni, and government apparatuses while prioritizing the social/emotional/physical/cognitive development of the knowledge eco system.
- Ensure assistance with business development, networking, and relationship-building
- Inspire students to adopt a healthy entrepreneurial and start-up culture and build the necessary infrastructure for entrepreneurs.
- To mentor and provide necessary training in the sectors of science & technology, business, finance, and marketing

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4. Roadmap

Knowledge: Academic initiatives on entrepreneurship and innovation for students from all fields of study

Research: Creates an atmosphere that is conducive to social entrepreneurship research for academicians and student researchers within the RERFGI campus.

Feasibility study: Allocate marketing team with the researchers to understand the available demand- supply chain of the product

Collaborations: Collaborate with different research institutions and industry to increase the availability of resources and laboratories.

Funding: Allocate budget as guided by finance experts and plan to make the start-up self-sustainable.

Marketing: Appoint a good marketing team to establish a self-sustainable business model.

5. Focus Areas of Startupshala

5.1 Electronics, Information & Communication Technology (EICT)

At present time, Kolkata is one of the major IT hubs in India. There are 900+ IT companies employing 145,000 professionals. Not only in software, SMEs like Sonodyne, Videocon, Vikram Solar, Websol Energy, Sankalp Semiconductor etc. are the major hardware industries of Kolkata. 7 Brownfield Electronics Manufacturing Clusters (EMCs) and 2 Greenfield EMCs at Naihati and Falta under implementation with assistance from the Government of India are there to boost the Electronics sector. With this background, the proposed centre would draw a lot of new generation entrepreneurs looking to launch their firms because of the booming EICT industry and the abundance of technology-oriented people.

5.2 Education sector

The capital of the Indian state of West Bengal, Kolkata, has demonstrated significant potential for launching an education-related enterprise.

- Education Hub: In eastern India, Kolkata has a long history of being a centre for education. Numerous prestigious institutions, colleges, and schools are located there, drawing students from all over India and even from nearby nations.





- **Growing Population:** Kolkata, which has a population of over 14 million, has a sizable clientele for a variety of education-related services, including schools, coaching centres, vocational training facilities, and skill development programmes.
- **Demand for Quality Education:** Both in the formal academic sector and in supplemental educational activities like tutoring, test preparation, and professional training, there is a significant demand for quality education.
- **Initiatives from the government:** The West Bengali government has started a number of initiatives to support education and skill development, which may open doors for enterprises in the education sector.
- **Emerging EdTech Market:** Kolkata has seen a rise in the usage of educational technology similar to many other cities. Businesses that offer digital material, instructional software, and online learning platforms have room for growth.
- **Cultural and Literary Heritage:** Kolkata's rich cultural and literary history fosters a climate that is favourable for learning and activities associated with education.

5.3 Manufacturing and Engineering

Kolkata and its neighbourhood are the industry hub of West Bengal. This region is home to a common facility to the Food & Beverage Manufacturers, Consumer Product Manufacturers, Chemical Industries, Transportation Equipment Manufacturing units, Health Care Products Manufacturers. Despite having such a strong manufacturing foundation, there are insufficient resources for developing new ideas, nurturing them, and turning them into profitable ventures. The suggested centre will eliminate the breach.

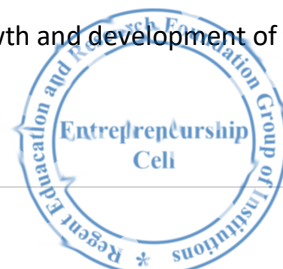
5.4 Environment Management

The city and its surrounds have experienced constant growth in industry, educational institutions, population, health care, and other services, which has led to the production of significant amounts of solid, liquid, and gaseous waste. For the municipal and district administration, this has grown to be a major burden. Both the quality of surface and groundwater is severely threatened. Modern methods of water treatment, conservation, and pollution control are required. It is necessary to use cutting-edge process modifications and treatment techniques to keep pollution from the mining, foundry, textile, and other engineering industries under control. Facilities for sewage treatment and the disposal of biomedical waste require expansion. To make the city smart, more effort is needed in developing technologies for water recycling, energy recovery from waste. The proposed centre will assist in opening up novel opportunities and promote private involvement in the growth and development of the city.

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5.5 Rural Development

Rural development is the process of enhancing the standard of living and financial security of residents of rural communities, which are frequently secluded and sparsely populated. Agriculture and forestry are two land-intensive natural commodities that have traditionally been the focus of rural development. A lot of central and state government schemes are available for improvements of rural area. But still a large rustic area is disconnected from the mainstream India. Entrepreneurs have a huge scope in this area.

5.6 Assistance for Differently Abled Persons

The International Labor Organization (ILO) estimates that there are over 1 billion people with disabilities worldwide, with a total family disposable income of USD 1.2 trillion. A 9:1 return on investment will be achieved by investing in the provision of four assistive products: wheelchairs, prostheses, eyeglasses, and hearing aids. It has been believed that in order for people with disabilities to operate independently and move about freely, the environment must be specially designed. This Startupshala is built to provide the necessary support system to achieve the goal.

6. Collaboration:

RERFGI has the following MoUs with different Industries and institutes to (a) Entrepreneurial ecosystem development (b) Research collaboration (c) Core facility training -

Sl.	Company Name	Date of MoU	Purpose
1	AaKash InfoWay Pvt. Ltd.	11/9/2021	Training and visit, Guest lecture, Placement
2	J.R. Trade Impex Pvt. Ltd.	2/2/2022	Training and visit, Guest lecture, Placement
3	Induji Technologies Pvt. Ltd.	14/09/2022	Training and visit, Guest lecture, Placement
4	Anytecch Ventures Pvt. Ltd.	16/09/2021	Training and visit, Guest lecture, Placement
5	Value Prospect Consulting	16/09/2021	Training and visit, Guest lecture, Placement
6	Aich Appraisers Auctioners and Valuers	18/07/2022	Training and visit, Guest lecture, Placement
7	Keventer Argo Ltd	27/09/2022	Training and visit, Guest lecture, Placement
8	Rashmi Group	29/12/2022	Training and visit, Guest lecture, Placement

7. Incubation Eligibility:

7.1 Any Student, Faculties, Research scholar, Staff and Alumni of RERFGI.

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7.2 The applicants shall agree to the terms and conditions of the RERFGI Incubator and have to enter into legal agreement with the incubator for incubation.

7.3 The start-up promoted by students & faculty of RERFGI be governed by RERRGI Innovation, Incubation and start-up policy for students, faculty and staff as approved by the Institute time to time.

8. Structure for Incubation Program

8.1 Pre-incubation Stage:

Whoever with a potentially creative idea can be given access to a co-working space during the pre-incubation stage. The entrepreneur has responsibility for turning the concept into a proof of concept during this time and is ready to comprehend the technological viability of the idea. The SVUAIC Technology Business Incubator will assist the start-ups by providing the necessary networking opportunities or by providing mentoring. A company can be founded after a commercial technology or product idea has emerged, and the RERFGI Incubator can then be considered in the pre-incubation stage.

8.2 Incubation/ Acceleration Stage:

In this stage start-up companies prototype the product development and prepare themselves for marketing. To speed up the incubation period, RERFGI can also provide a wide range of value-added services, such as entrepreneur trainings and seminars, skill development programmes, leadership programmes, and R&D facilities.

8.3 Application for start-up idea and innovation:

ANNEXURE -2

8.4 RERFGI Start-up committee:

Refer to Section - 12

8.5 Source of Applications:

- Students of RERFGI
- RERFGI alumni, Faculty and staff
- Registered students of MAKAUT and other universities
- Start-ups from Vicinity

8.6 Support:

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8.6.1 Physical infrastructure:

- Furnished Co-working /Office Space
- Meeting rooms, Conference rooms and Pantry etc.
- Internet

8.6.2 Advisory and coaching:

- Special training and Mentoring support by Management Team
- Participation in Events organized by RERFGI
- Company Registration
- Performance Review (Monthly / Quarterly)
- Evaluation by Start-up committee
- Legal and IPR support
- Auditing through Chartered Accountant and fund raising.
- Marketing and Public Relationship
- Access to government schemes
- Suggestion from Domain expert/ Start-up expert

8.6.3 Network:

- Business, professional, and expert network facilitation
- Facilitating connections with investors
- Facilitating connections with business
- Creating possibilities for showcasing
- Facilitating connections with government agencies

8.6.4 Annual Performance Analysis:

- Evaluation by project Coordinator
- Evaluation by Domain expert/ Start-up expert

8.7 Allotment of Incubation space and Execution of Incubate agreement:

Successful applicants will get an allocation letter from the evaluation committee. Within seven days of receiving the communication, the applicant must accept the allocation, and the date of occupation must be informed. In order to confirm acceptance of the terms and conditions, the approved candidate must sign an agreement and



send it to Startup committee within 30 days of accepting the allocation offer. If more information is required, the applicant may be asked to provide it, and the RERFGI start-up committee incubator may request that the executive summary, presentation, proposal, or project be revised as part of the due diligence process based on the recommendations of the selection committee.

9. Admission Procedure:

9.1 Submit Executive Summary or Business Plan

The potential company should submit an Incubation Application along with its business plan, as the initial step in the admissions procedure. Previously the applications were accepted through editable pdf form (Annexure II). From 2021 onwards applications are accepted through our dedicated website startupshala.in (Annexure -IV). An internal review committee to which RERFGI will deliver the executive summary will be asked for feedback on the idea's technical and commercial viability.

9.2 Presentation to Evaluation Committee

The applicant will be required to present the business plan to the evaluation committee established by RERFGI if the initial assessment of the business plan / executive summary is approved. The applicant will be informed of the committee's choice.

9.3 Research & Due Diligence

As deemed necessary, RERFGI will perform due diligence on the applicant / company, the management team, the industry, and current and upcoming competitive considerations. RERFGI must receive any additional details or demands from the applicant. It is entirely up to RERFGI to consult with any number of governmental bodies.

9.4 Non-Disclosure

RERFGI will adhere to strict confidentiality throughout the application process.

10. Seed Loan:

Depending on the availability of finances and grants, RERFGI may offer seed loans. Only registered companies will be eligible for seed loans, which will be granted depending on each company's qualities. Additionally, acceptance into RERFGI does not immediately grant companies access to start-up loans. A business that wants a seed loan



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has six months from the date of admission to the RERFGI to submit an application for a seed fund. The decision to sanction a seed loan will be based on the qualifying requirements established by RERFGI. It would also be subject to the conditions outlined in the RERFGI Seed financing Guidelines. The promoters' contribution to the capital of their companies will be one of the factors considered in approving the seed loan. Businesses who already have some revenue streams or some consumer order booking will be given preference. The decision of RERFGI in this matter shall be final. RERFGI shall have the sole discretion to approve or deny a request for a seed loan. If a request for a seed loan is denied, RERFGI is not required to provide any explanation.

11. Annual Registration Fee:

After signing up, the incubatee company will become a legitimate member of RERFGI and be eligible for all of the perks and services that RERFGI provides. The incubatee is required to pay RERFGI a sum of Rs. 1000/- (Rupees TEN Thousand Only) as the annual registration fee to be paid at the time of execution of this agreement and subsequently within fifteen days of the beginning of each year counted from the date of the agreement. They may continue to maintain their enrolment as long as they are permitted by the Governing Body of RERFGI to have a relationship with RERFGI as an incubatee.

12. Organising and Evaluation committee of the Centre:

- The executive committee is made up of industrialists and senior academic persons, each having experience in technology deployment, project management, and finance.
- The executive committee are professionals in technology, management, and finance who share the Center's vision and are prepared to lend their experience to help the Center carry out its purpose.
- The committee will keep an eye on and assess the Center's success in terms of the effects of the start-ups it has incubated.

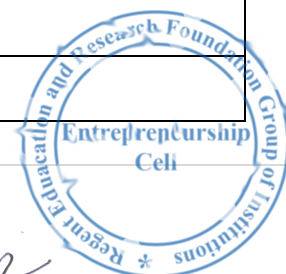
12.1 Organising Committee:

Sl No.	Name	Designation	Department
1.	Dr. Suparna Panchanan	President	ECE
2.	Dr. Himeli Chakrabarti	Convener	ECE

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3.	Ms. Anamika Basu	NIRF Coordinator	BSH
4.	Dr. Chiranjib Chakraborty	NISP Coordinator	BSH
5.	Mr. Subhadip Mondal	Social Media Coordinator	CE
6.	Dr. Suman Jana	Internship Activity Coordinator	EEE
7.	Mr. Sabyasachi Mukherjee	Member	ME
8.	Mr. Supravat Basu	IPR Activity Coordinator	MBA
9.	Mr. Krishnakanta Maity	Innovation Activity Coordinator	MCA
10.	Mr. Sanjib Pal	Member	EE
11.	Dr. Kaushik Dutta Roy	Startup Activity Coordinator	CE

12.2 Selection Committee:

Sl.	Name	Organisation	Designation on the Board
1	Mr. Avik Ghosh Dastidar	BSH Department, RERFGI	Chairperson
2	Mr. Ritesh Agarwal,	Owner & Director of Royal Balaji Engineering Pvt Ltd, Dhulagarh, Howrah	Member
3	Mr. Sudhansu Sekhar Dubey	Managing Director, Induji Technologies Pvt Ltd, Barrackpore, West Bengal	Member
4.	Ms. Anamika Basu	BSH Department, RERFGI	Member

13. Course of Action

Phase I: Planning (Six months)

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- Establish Organising Committee
- Initiate design and construction of site/facility
- Recruit committee Members
- Create and appoint Selection committee
- Identify opportunities in specific areas
- Development of a complete business plan of the Centre
- Receive funds to explore feasibility of establishing Startupshala at RERFGI

Phase II: Project Implementation and Resource Development (within nine months)

- Invite proposals from interested candidates for startup facilities
- Evaluation and acceptance of the proposals
- Endorsement of Key Stakeholders' business plan.
- Finalize decision regarding structure and move forward to establish it.
- Enrol professionals for value-added resource network
- Write leases, agreements, by-laws, etc.
- Finalize service providing and implementation
- Implement marketing and PR plan for all stakeholders

14. Sustainability and Revenue Generation Model:

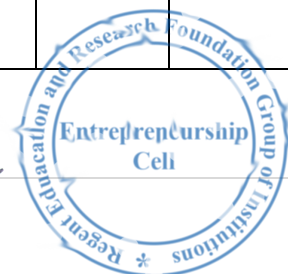
The aims and goals of the Centre give the University a model for long-term revenue production. Every quarter of a fiscal year, a formal progress evaluation must be finished, and reports must be given to the Board and to all stakeholders. The projected success for the first five years is shown in the figure.

Sl.	Topic	1 st Year	2 nd Year	3 rd Year	4 th Year	5 th Year
1	The number of registered start-up companies	1	2	2	3	3
2	The number of companies that successfully graduate from the Centre	0	0	1	2	2
3	The percentage of incubating companies that successfully graduate against the target set by the Board	--	33%	33%	50%	50%

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4	The number of jobs created on an annual basis within the Startupshala	--	3	8	15	28
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15. Conflicts of interest:

In case of conflict of interests the decision of Institute shall be final and binding upon the parties.

16. Disclaimer:

RERFGI does not guarantee success or feasibility for the companies it incubates, and it disclaims all liability for the actions or inactions of the incubatee company. However, in the event of such an occurrence, the incubator firm shall take all necessary measures to indemnify RERFGI or any RERFGI representative.

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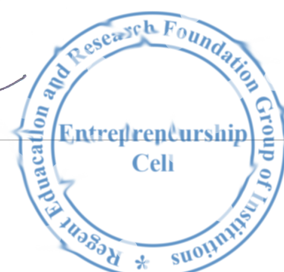
ANNEXURE – I: List of Start-ups adopted by the Institute

Sl.	Name	URL	Sector	Testimonial	Status
1	Career & Courses	https://www.careerandcourses.in/	Education	Letter of Intent submitted	Successfully Graduated
2	School Dekho	https://schooldekho.org	Education	Letter of Intent submitted	Successfully Graduated
3	Scholarship		Education	Letter of Intent submitted	In Progress

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ANNEXURE – II: Format of application for start-up idea and innovation



REGENT EDUCATION AND RESEARCH FOUNDATION
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"Startupshala"

ID: SNaN

Application Form

*****Application form should be filled up with Acrobat reader 10 or higher*****

1. Name of the project:

2. Abstract (Within 1500 characters):

3. Outcomes (Explain the product in 1500 characters including the target customers):

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4. Explain in detail the innovative/ novelty features of your "core offering" (Within 1500 characters):

5. Industry Collaboration:

Do you already have a collaboration with Industry?

No

If yes, give the followings:

5.1 Company Name:

5.2 Address:

5.3 Contact Person:

5.4 Contact number:

5.5 Email:

5.6 Details of
Collaboration:
(1000 letters)

* Attach a separate sheet if you have more than one collaboration

* Attach MoUs/Agreements/contracts etc, with the collaborating company

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6. Prototyping:

6.1 Whether prototyping is possible?

No

6.2 Whether prototype is already developed?

No

6.3 Detail of the timeframe to develop a prototype, performance etc.

**** (Attach picture/screenshots of the prototype with the application, if already developed)**

7. Expected time schedule of the project for the 1st year:

**7.1 Quarter 1:
(500 character)**

**7.2 Quarter 2:
(500 character)**

**7.3 Quarter 3:
(500 character)**

**7.4 Quarter 4:
(500 character)**

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8. Team members:

Number of members/partners:

8.1 Prime member details:

Name:

Address:



Phone:

Highest Qualification:

Email:

Category:

PAN:

DOB:

Specialisation:

** Add details of all the partners in the same format in a separate sheet and attach

** Attach 1 page biodata of each of the partners

9. Whether company / LLP etc formed: ☐ Yes ☐ No

If Yes,

9.1 Name of the company:

9.2 Registration number:

9.3 Date of Registration:

9.4 Company Type:

9.5 Address:

9.6 Company PAN:

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10. Revenue generation model (within 1500 characters):

11. Facilities applying For:

- ☐ Finance
- ☐ Space
- ☐ IT support such as website development, coding etc.
- ☐ Industry linkage such as MoU, training etc.
- ☐ Legal advice/help in company formation, ITR etc

Date:

Signature: _____

Name:

Contact No:

Category: ☒ Student ☐ Alumni ☐ Faculty

(**Take the print of the filled application form and sign before submit)

Clear All

Save

Print

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ANNEXURE – III: Format of Score card of the application



REGENT EDUCATION AND RESEARCH FOUNDATION
Group of Institutions

"Startupshala"
Score Card

1. Name of the project:

2. Startup ID:

3. Category:

Faculty

4. Scores:

4.1 Novelty in addressing the problem (10 points):

4.2 Differentiation from existing solutions (10 points):

4.3 Size of the target market (10 points):

4.4 Benefits and advantages over competitors (10 points):

4.5 Revenue streams and pricing strategy (10 points):

4.6 Scalability and sustainability (10 points):

4.7 Feasibility of the timeline (10 points):

4.8 Realistic revenue forecasts (10 points):

4.9 Identification of potential risks (10 points):

4.10 Social and Environmental Impact (10 points):

5. Total Score (Out of 100):

0

6. Decision:

☒ Accepted

☐ Declined

6. Recommended facilities (Fund, Space, IT Support, Legal Support etc):

 Clear All

 Save

 Print

Signature: _____

Name: _____

Designation: _____

Date: _____

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ANNEXURE – IV: Startupshala.in website

Student login panel:

startupshala - An Initiative By RERF Group Of Institutions

Institutes [Register Now](#)

Sign In

Email

Password

[Forgot your password?](#) [Login](#)

Need an account? [Sign Up](#)

Admin Panel:

startupshala - An initiative by RERF Group of Institutions

Startupshala Admin [Logout](#)

[Home](#) [Applications](#)

☐	0006	Shreya Sarkar student	11-Aug-2023	● Rejected	View	Full View
☐	0007	SOHINI MAJUMDER student	11-Aug-2023	● Rejected	View	Full View
☐	0008	Geetanjali Swarnakar student	11-Aug-2023	● Rejected	View	Full View
☐	0009	SOURAV BASU student	11-Aug-2023	● Rejected	View	Full View
☐	00010	Raju Kumar Shaw student	11-Aug-2023	● Rejected	View	Full View

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