



failure



Bharatiya Vidya  
**Bhavan**



passion



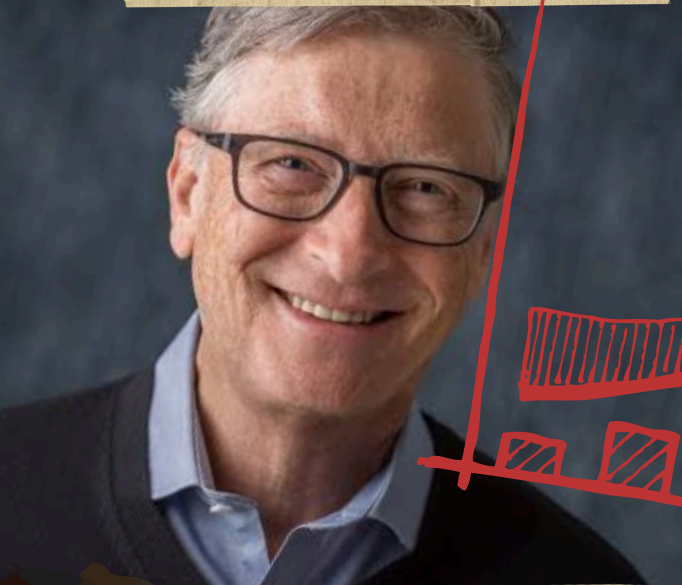
**BHAVAN'S VIVEKANANDA COLLEGE**  
OF SCIENCE, HUMANITIES & COMMERCE  
DEPARTMENT OF MANAGEMENT STUDIES

PRESENTS

leadership

Innovate to Elevate

vision



career

# HUSTLE HUBS

Your paragraph text

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mamaearth



NYKAA



balance

travel



money



oYO



SAMVRI DHI





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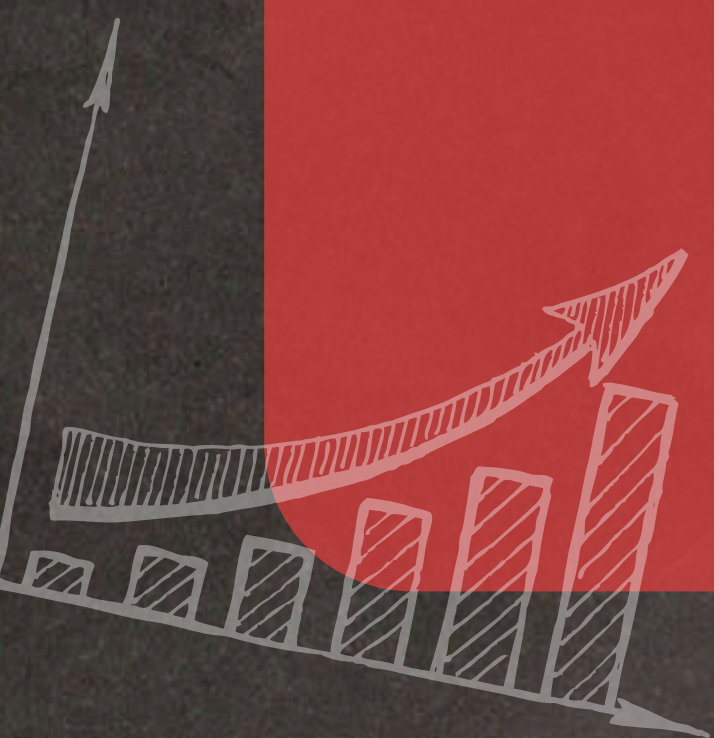
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# FOREWORD

From navigating the challenges of starting up to creating a thriving business hub, we've got the insights you need to take your hustle to the next level. Let's build, grow, and push the boundaries of what's possible, one startup at a time.




Here comes the 3rd edition for the year 2024-25 which is titled as "Hustle Hubs" where it describes how startups are changing the country's scenario, helping in building the economic growth of the country. The edition describes about insights from the startup ecosystem, lessons from startup failures, showing the entrepreneurial journey of successful entrepreneurs, women entrepreneurs' contribution in the world of business, exploring the future of Edtech startups, knowing tips about the art of pitching and also building a Personal Brand as a founder.



Within these pages, we will be exploring numerous articles on startups and entrepreneurship and the changing scenarios in the business market. From how pitching of a business idea is done to how a business has evolved to a successful firm will be seen in this edition. The Business owners who have dropped out of their education to create a successful brand and image in the market will also be seen in the edition. We will also read about how women are winning the game of bringing success to their business ideas and being an inspiration for the upcoming generations.

The edition also gives us glimpse about the recent event named "Utopia" conducted by "Samvridhi: The newsletter" where participants were given task to do posters in an app, pitch their business idea, making memes and article writing on Startups and entrepreneurship. The edition features the best out of best contributions made by the participants during the event.

I hope you will have a great time reading our edition about the hustle hubs and also the best articles, memes, posters being presented by the participants of our event.



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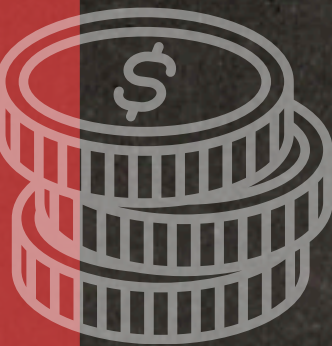
## Idea To Empire: The Entrepreneurial Journey

The entrepreneurial journey from idea to empire is a dynamic process that begins with a spark of inspiration and evolves into a thriving business. It starts with identifying a market gap or a problem and coming up with a solution, often based on passion or expertise. This is the idea phase, where creativity and innovation lay the foundation. Once the idea is clear, the next step is validation. Entrepreneurs conduct market research, build prototypes, and test their concepts to ensure there's demand. After refining the product or service, it's time to launch. This phase requires strong marketing strategies, networking, and securing funding to fuel growth.

As the business grows, scaling becomes the focus. This involves improving operational efficiency, expanding the customer base, and hiring the right talent. Entrepreneurs need to stay agile and embrace continuous learning, adjusting their strategies to navigate challenges and seize opportunities.

Ultimately, turning an idea into an empire demands resilience, persistence, and a long-term vision. It's about building a brand that not only serves customers but also creates lasting impact in the market. Through hard work, risk-taking, and innovation, the journey from idea to empire is an exciting adventure.

Hemlatha Kachawa  
BBA 3A





## Bootstrap Diaries: Startup Hacks for Entrepreneurs

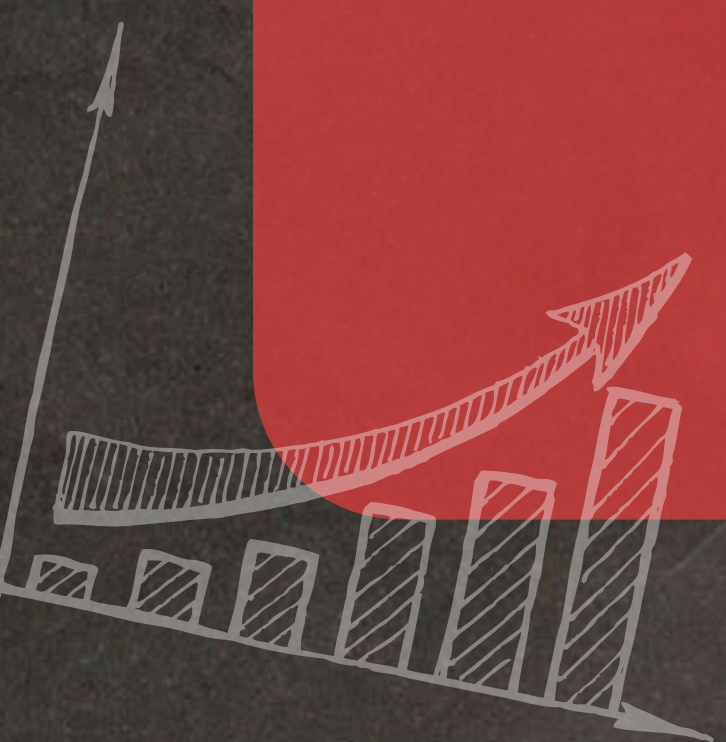
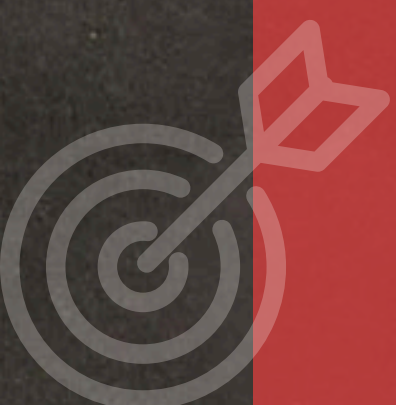
Starting a business without outside funding can be tough, but it's also incredibly rewarding. Bootstrapping means you're in complete control, but it also requires resourcefulness, creativity, and a lot of hustle. Here are some essential startup hacks to help you navigate the journey.

1. Find Your Core Value: When funds are tight, it's crucial to identify the core value of your product or service. Focus on what customers truly need and avoid adding unnecessary features that could drain your resources.

2. Start with a Minimum Viable Product (MVP): Rather than investing time and money into building the "perfect" product, launch an MVP. It's an efficient way to test your concept with real users and gather feedback. You'll learn quickly what works and what doesn't, which will save you from costly mistakes.

3. Leverage Free Tools and Resources: As a bootstrapper, you can't afford expensive software and tools. Luckily, many high-quality, free or low-cost resources are available. From website builders like WordPress and Wix to project management tools like Trello, take advantage of these platforms to keep costs low.

4. Outsource and Delegate Smartly: You can't do everything yourself, and hiring full-time staff can be expensive. Look for freelancers or contractors to help with specific tasks like design, content, or marketing. Platforms like Upwork or Fiverr offer affordable talent that can scale with your needs.





5. Focus on Customer Acquisition: A bootstrapped business thrives on sales, so invest time in developing a strong marketing strategy that's cost-effective. Content marketing, social media, and word-of-mouth are all powerful (and often free) tools to build your customer base. Engage with your audience, listen to their feedback, and refine your approach.

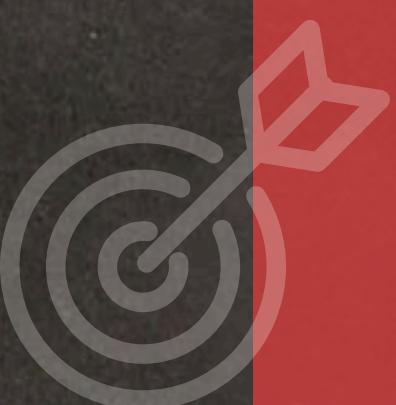
6. Negotiate and Barter: In the early stages, don't be afraid to negotiate with suppliers, service providers, or even potential partners. Many will be willing to offer discounts or work out flexible payment terms. You might even be able to trade services—such as offering your expertise in exchange for something you need.

7. Track Your Cash Flow: Without investor money, managing cash flow becomes even more critical. Monitor your income and expenses carefully, and prioritize spending on activities that directly contribute to growth. It's often better to be frugal in the early days and reinvest your profits back into the business.



8. Get Creative with Growth: Marketing on a budget means thinking outside the box. Use guerrilla marketing tactics, build partnerships, and leverage your network. Sometimes, small, strategic moves can yield big results.

In Conclusion, Bootstrapping a startup is a test of both your resourcefulness and your ability to stay lean and efficient. With focus, smart strategies, and a lot of grit, you can turn a small investment into something much bigger.



Adas Mahesh  
MBA 2B






## The Hustler's Guide to Scaling Your Business


Scaling a business is no easy feat, especially in India's dynamic and competitive market. Yet, with the right mindset and strategy, entrepreneurs can unlock exponential growth. Take the example of Falguni Nayar, the founder of Nykaa, a beauty and wellness platform that transformed how Indians shop for cosmetics online.

The first step to scaling is identifying a clear niche. Nykaa began by addressing a gap in the online beauty market, offering authentic products and curated experiences. Similarly, hustlers must focus on what makes their business unique.

Next, build a scalable model. Nykaa expanded strategically, not only adding new products but also venturing into offline stores. This hybrid approach diversified its revenue streams while maintaining its digital dominance. Entrepreneurs should similarly design operations that can grow without losing efficiency.



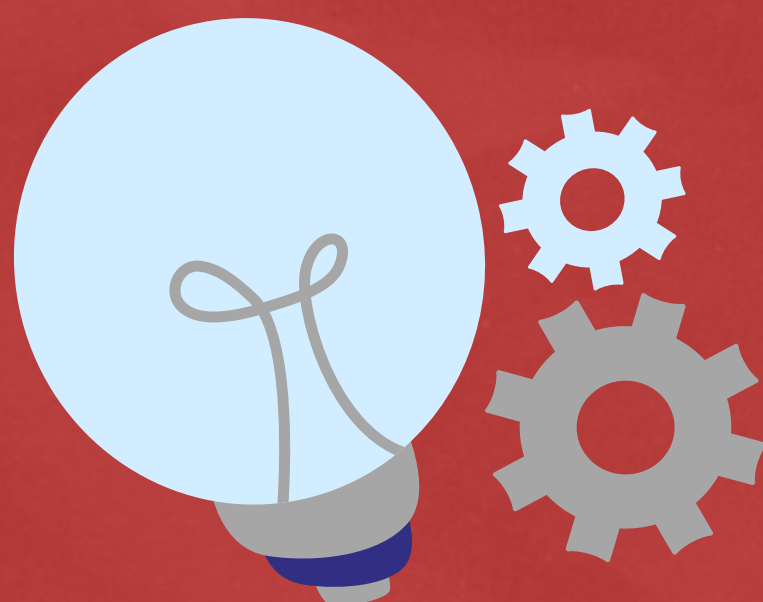
Technology is another pillar of scaling. Nayar leveraged data analytics to understand customer behavior and personalize offerings. Adopting tools like AI, cloud computing, and CRM systems can help businesses optimize and grow faster.



Lastly, embrace collaboration. Nykaa partnered with global brands, opening doors to new markets. Entrepreneurs should network, collaborate, and learn from industry peers to seize growth opportunities.

Scaling requires grit, a customer-first approach, and constant innovation. Like Falguni Nayar, every hustler must dare to dream big and act boldly to transform their vision into a thriving business.

With focus, adaptability, and relentless effort, your business too can scale new heights. Hustle smart, and success will follow!



Kausalya Krishnakumar  
BBA 3A





## Founder's Playbook: Strategies for Startup Success

Startup is a journey that demands a mix of vision, strategy, and execution. "Positively defined, a startup is a largest group of people you can convince of a plan to build a different future (ZERO TO ONE). Here is the concise actionable strategies:

To build a startup, focus should be laid on vision and problem-solving, identify a problem and start with a problem that's significant and meaningful to solve. Go with customer centric approach. Define Your "Why?". Laying a strong foundation by choosing people who complement your skills with commitment is equally important task along with establishing core values and principles.



The most successful mantra to create market standing for a product is creating minimum viable product and actively seeking user feedback with constant improvement. Financial Discipline should be maintained with Bootstrapping and smart fundraising . Another major factor to look out is building a team. Hire smartly, prioritize hiring individuals who thrive in fast-paced, evolving environments .Create an environment where employees can learn and grow.



Effective Marketing is the ultimate key to growth. Target a niche market and use social media platforms, content marketing , email campaigns to build the brand. Build Relationships; surround yourself with mentors and advisors who can provide guidance . Partner with complementary businesses and join entrepreneurial communities.

Learn from Failures. Adapt to changes in the market. Maintain grit as success requires perseverance. Build a company that creates value for customers and society, not just revenue. Stay Humble.





N.Ch.Mahima  
BBA 1B



## Venture Vibes: Insights from the Start-up Ecosystem

The start-up ecosystem is a thriving hub of innovation, creativity, and ambition, where entrepreneurs, investors, and mentors come together to bring bold ideas to life. Start-ups excel at identifying market gaps and solving real-world problems through innovative solutions, often leveraging cutting-edge technologies like AI, blockchain, and IoT.

Collaboration is the backbone of this ecosystem, with co-working spaces, accelerators, and incubators fostering knowledge exchange, resource sharing, and networking. Funding is another key driver, with sources ranging from bootstrapped beginnings to angel investors and venture capitalists who not only provide capital but also strategic insights to scale ventures. Resilience and adaptability are vital traits for entrepreneurs navigating the challenges of competition, market shifts, and operational hurdles. Customer-centricity is a defining characteristic of successful start-ups, as they focus on understanding and meeting their audience's needs.



Additionally, the rise of purpose-driven start-ups prioritizing sustainability and social impact is reshaping the ecosystem, aligning businesses with modern consumers' values. Despite the high failure rates, the ecosystem thrives on lessons learned from setbacks, which fuel growth and innovation. The "venture vibes" of this dynamic network reflect the power of collaboration, vision, and persistence in transforming ideas into impactful, world-changing solutions.

N. Venkat Ram  
BBA 2A





## Habits of Highly Successful Entrepreneurs

Becoming a successful entrepreneur is not just about having brilliant ideas; it's about adopting the right habits and mindset. Here are some habits that highly successful entrepreneurs follow, which can inspire students to aim higher in their journey.

**1. Goal Setting:** Successful entrepreneurs set clear, achievable goals. They break their larger vision into smaller steps and work on them daily. As a student, creating a study plan or a career roadmap can help you stay focused and motivated.

**2. Continuous Learning:** Entrepreneurs are lifelong learners. They read books, attend workshops, and keep updating their knowledge. Similarly, students should cultivate a habit of learning beyond the classroom, exploring new skills and ideas.

**3. Time Management:** Managing time effectively is crucial. Successful entrepreneurs prioritize tasks and avoid procrastination. For students, this means balancing studies, hobbies, and personal growth without wasting time.

**4. Networking:** Entrepreneurs build strong networks to share knowledge and collaborate. As a student, connecting with peers, teachers, and professionals can open doors to new opportunities and insights.

**5. Resilience:** Failure is a stepping stone to success. Entrepreneurs learn from their mistakes and keep going. Students should adopt the same attitude, treating challenges as opportunities to grow.

**6. Discipline and Hard Work:** Success requires effort. Entrepreneurs stick to their routines and give their best every day. Developing discipline in studies and extracurriculars can set you apart.

By incorporating these habits into your life, you can unlock your potential and pave the way for success in any field you choose.



Amali Pathuri  
BBA 2(H)




## Fail Fast, Succeed Faster: Lessons from Startup Failures

Startup journeys are often riddled with challenges, but the ability to adapt and learn from mistakes can transform failure into success. A prime example is Vijay Shekhar Sharma, the founder of Paytm, India's leading digital payments platform.

When Sharma launched Paytm in 2010 as a mobile recharge platform, he faced significant operational struggles and scaling challenges. Digital payments were in their infancy in India, with customers hesitant to adopt online wallets. Additionally, the lack of digital infrastructure and low smartphone penetration posed obstacles. However, Sharma refused to back down.

He continuously refined Paytm's business model, focusing on simplicity, security, and customer education. By addressing user concerns and building trust, Sharma was able to drive adoption. His big breakthrough came during India's demonetization in 2016, which saw a surge in demand for cashless transactions. Sharma capitalized on this opportunity by rapidly scaling Paytm's operations, turning it into a household name.



Lesson: Vijay Shekhar Sharma's journey highlights the importance of perseverance, adaptability, and customer-centric innovation. Startups must be willing to pivot, learn from failures, and seize market opportunities to succeed.


Paytm's story demonstrates that even daunting challenges can become stepping stones for growth with the right mindset. By embracing a fail-fast approach, startups can refine their strategies, overcome setbacks, and build sustainable success.

Key Takeaway: Learning from mistakes and constantly evolving are critical for transforming a struggling startup into a market leader.





Abhinaya  
BBA 2(H)





## The Grind Chronicles: Life behind the Startup Hustle

Embarking on a startup hustle route is akin to voluntarily signing up for a never-ending, action-packed, and emotionally draining rollercoaster ride, fraught with perpetual sleep deprivation, crushing self-doubt, paralyzing fear of failure, relentless financial stress, soul-crushing rejections, mind-numbing bureaucratic hurdles, and devastating setbacks, testing your resolve, resilience, and sanity at every turn. Behind the curtain of startup success lies a tumultuous journey of extreme highs and lows. Founders embark on a relentless pursuit of their vision, often sacrificing sleep, personal relationships, and financial security. The daily grind is marked by rejection, failure, and ceaseless problem-solving, pushing resilience and adaptability to the limit. As relationships and well-being take a backseat, the shadows of loneliness and burnout loom. Yet, the journey is also punctuated by exhilarating moments of triumph - a landed customer, secured funding, or a breakthrough innovation - which inject joy, motivation, and a sense of purpose. Ultimately, the startup odyssey is a transformative crucible that forges perseverance, leadership, and a deep understanding of the rewards and risks of chasing a dream. Similarly, Airbnb's story began with two roommates, Brian and Joe, who were struggling to pay rent in San Francisco in 2007. When a big conference came to town and hotels were fully booked, they saw an opportunity. They decided to rent out air mattresses in their living room and offer breakfast, calling it "AirBed & Breakfast." At first, people were hesitant to stay with strangers. To make ends meet, Brian and Joe even sold special cereal boxes during the presidential election.





Despite the struggles, they teamed up with a third co-founder, Nathan, and joined a startup program called Y Combinator. With Y Combinator's help, they improved their website, took better photos, and made booking easier. By 2011, Airbnb was gaining popularity, and by 2015, it had become a global phenomenon. Today, Airbnb is worth over \$70 billion and has changed the way people travel and experience new places. Through this we understand that to succeed in the startup world, it's essential to persevere through obstacles and failures, staying adaptable and open to change along the way. Celebrating small wins helps maintain motivation, while being willing to sacrifice and take calculated risks can lead to significant breakthroughs. Ultimately, staying focused on your vision and core values is crucial, even when faced with challenges and setbacks.



Sruthi Mondal  
BBA 3B





## Market Mavericks: Entrepreneurs Redefining Norms

Like other sectors, businesses today are shaped by people willing to break previously established norms. New entrepreneurs are known for their creativity and high risk tolerance, which allow them to pursue unattainable goals. These forward-thinking entrepreneurs collect all of their resources, so that they can bring new and unique perspectives and solutions to the challenges being faced. Some well known companies that pursue this challenge are Tesla and Beyond Meat, who prioritized societal impact, eco friendly sustainability, and technological advancement, and in return completely transformed the automotive industry and the food sector. Many of these entrepreneurs do not just turn to profits, but do so in a manner that allows them to contribute in a positive manner to society. Advancements in technology have provided these entrepreneurs with the liberty to scale their ideas without any barriers. With the help of social media platforms such as Shopify and Tik-Tok , even the smallest of start-ups can reach out to the global audience and compete with bigger companies, but new age entrepreneurs do face challenges, such as resistance from competitors who are less willing to adapt. But business mavericks play an important role in turning towards the future, so that society as a whole can progress.



Parimi Gayatri  
BBA 2B





## How to Build a Personal Brand as a Founder

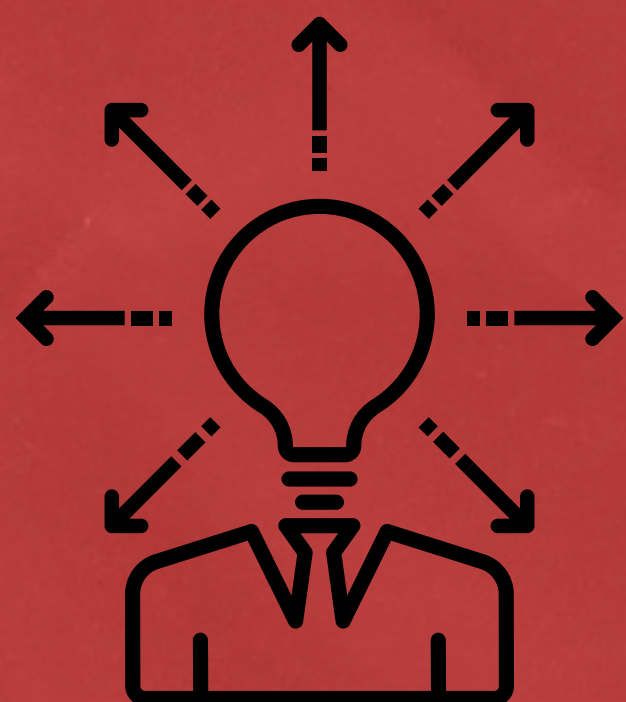
Your personal brand is not just about looking good online—it's about building trust, attracting the right people, and inspiring those around you. As a founder, your story is your superpower. Share why you started, what you stand for, and the lessons you've learned along the way. Authenticity matters. People connect with real stories, not polished sales pitches.

Social media is your best friend here. Whether it is LinkedIn, Twitter, or Instagram, use these platforms to share insights, experiences, and behind-the-scenes moments. Show up consistently, engage with your audience, and contribute to conversations in your industry. Beyond social media, put yourself out there—attend events, speak on panels, and guest on podcasts.

The more you share your expertise, the more credibility you build. Focus on adding value. Share what is worked (and what has not) in your journey. Offer actionable advice, highlight key lessons, and celebrate your team's wins too. Great leaders uplift others, and showcasing your team's successes strengthens your brand. A strong personal brand is built over time. Keep your messaging, tone, and values aligned across everything you do—from your website to your social media to your speaking engagements. And most importantly, be yourself. People connect with authenticity, not perfection.

Most importantly, stay consistent. Keep your messaging, tone, and values aligned across all channels. Your personal brand isn't just about you—it's about the impact you make and the value you bring to others.

Stay real, stay visible, and keep showing up.



Mariyala Nikitha  
BBA 3B





## Funding Forward: How Startups Are Raising Capital

In recent years, the landscape of startup funding has undergone significant transformation, driven by technological advancements, changing investor preferences, and the rise of new funding platforms. Startups today have more options than ever to secure the capital they need to grow and innovate.

In 2025, startups are finding innovative ways to raise capital, tapping into a diverse range of funding options. While traditional methods like venture capital (VC) and angel investors remain popular, new avenues are emerging, giving entrepreneurs more choices.

One of the most notable trends in startup funding is the rise of crowdfunding. Platforms like Kickstarter for creative projects and Indiegogo for broad range of projects, have democratized the funding process, enabling entrepreneurs to present their ideas to the public and raise money directly from potential customers. This approach not only provides startups with the necessary capital but also validates their concepts in the marketplace. Successful crowdfunding campaigns often generate a loyal customer base even before the product is launched, creating a strong foundation for future growth.

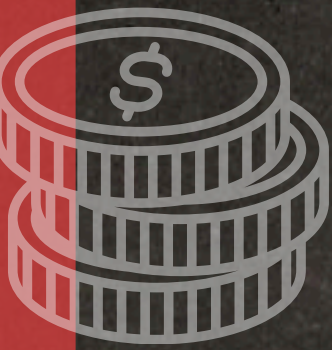
Another emerging avenue for startups is the use of Angel investors who are high net worth individuals providing investments and micro-investing platforms. Micro-investing platforms, such as SeedInvest and Republic, allow smaller investors to participate in funding rounds that were once reserved for wealthy individuals and institutions. This trend has expanded the pool of potential investors and made startup funding more accessible, fostering a vibrant ecosystem where innovative ideas can flourish.





In summary, the startup funding landscape in 2025 is more diverse than ever, with a mix of traditional and alternative methods giving entrepreneurs flexible paths to raise capital and grow their businesses. As startups navigate this evolving funding landscape, they must also adapt their strategies. Building a compelling narrative, leveraging social media for outreach, and focusing on community engagement are crucial for attracting investment. By embracing these new methods and understanding the shifting dynamics of the funding environment, startups can position themselves for success in an increasingly competitive market.

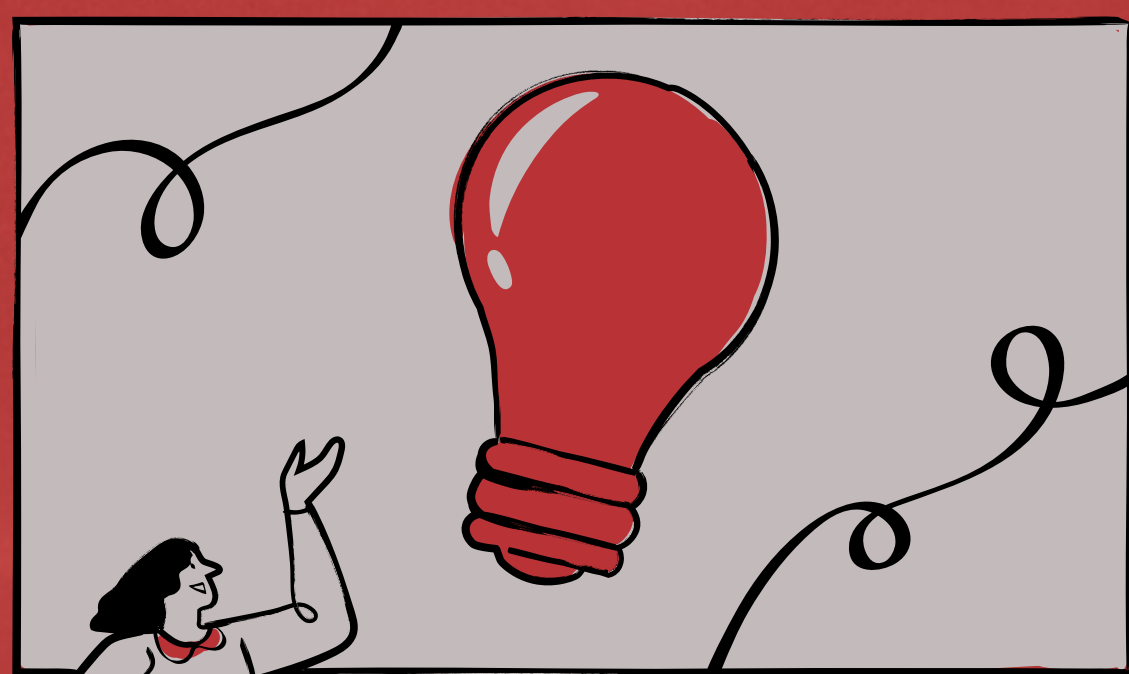
K. Bhavana  
MBA 2A





## The Art of the Pitch: Tips to Secure Funding

The success of your pitch is often the key to getting investment for your company. Start with a brief, straightforward elevator pitch that emphasizes the issue you address, your solution, and why it matters if you want to leave a lasting impression on possible investors. Focus on your unique selling proposition (USP) and how your company stands out in the market since investors are interested in what makes your idea stand out. Display your model's scalability and be prepared to provide accurate financial estimates that illustrate how the investment will spur expansion. Your experience is also crucial since it allows you to engage investors personally and convey the enthusiasm and intent behind your concept. Be ready with strong, assured responses to challenging queries regarding market size, competition, and possible hazards. Whether the investor is interested in big returns or social impact, adjust your proposal to suit their needs. Lastly, remember the impact of a well-considered follow-up. Express gratitude for their time and consideration by sending a handwritten thank-you message that restates your main points. You can boost your chances of getting the funding you need to realize your idea by crafting a pitch that is based on preparation, and authenticity.



Induri Rohith Kumar  
BBA 3A





## The role of investors in the world of startups

Investors play a pivotal role in the startup ecosystem by providing the financial resources, expertise, and networks essential for new businesses to grow. Startups often operate in high-risk environments, and securing funding from investors helps them develop products, scale operations, and navigate challenges in their early stages.

Beyond funding, investors often bring valuable industry experience and mentorship. They guide startups in making strategic decisions, refining business models, and identifying growth opportunities. Venture capitalists, angel investors, and even crowdfunding contributors also open doors to their professional networks, enabling startups to access potential clients, partners, or additional investors. Moreover, investors validate a startup's potential, boosting its credibility in the market. This can attract talented employees, enhance customer trust, and secure further funding rounds. However, their influence can extend to decision-making, making it essential for startups to align with investors who share their vision.

In essence, investors are not just financiers but key enablers of innovation and growth, driving startups toward success.



Ch.Swathi  
BBA 3A







## Social Impact Startups: Merging Profit with Purpose

In an era where global challenges demand urgent action, social impact startups have emerged as a dynamic force, blending entrepreneurial drive with a commitment to addressing pressing societal and environmental issues. These ventures aim to prove that profitability and purpose can coexist, creating a new paradigm for business in the 21st century.

### What Are Social Impact Startups?

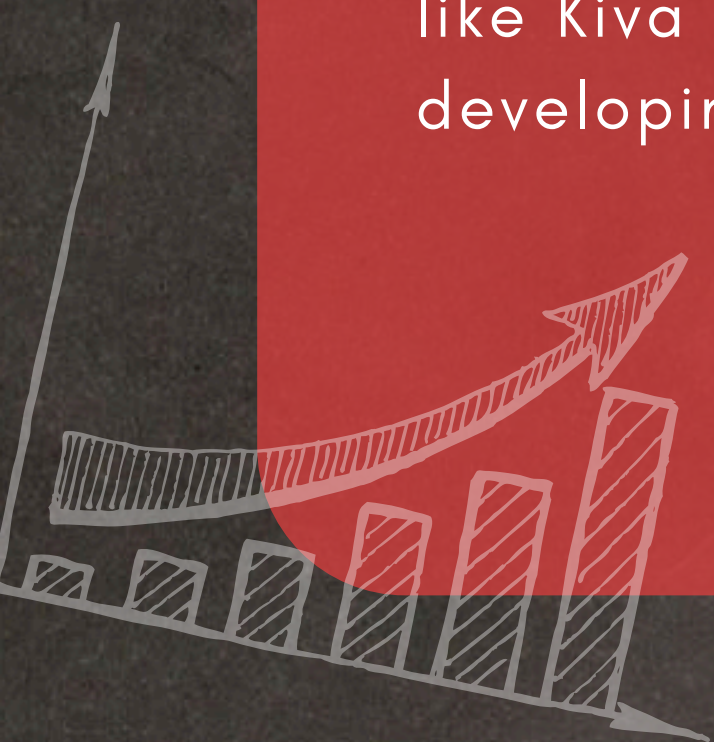
Social impact startups are mission-driven businesses that prioritize solving social, economic, or environmental problems while maintaining financial sustainability. Unlike traditional businesses focused solely on maximizing shareholder returns, these startups aim to generate measurable positive outcomes alongside profits. They operate across diverse sectors, including education, healthcare, renewable energy, sustainable agriculture, and financial inclusion.



### How Do They Merge Profit with Purpose?

1. **Innovative Business Models** Social impact startups often adopt unique business models that integrate purpose into their core operations. For instance, some companies employ a “buy one, give one” model, such as TOMS Shoes, which donates a pair of shoes for every pair sold. Others, like Warby Parker, blend affordability with access to essential services like eyecare.

2. **Leveraging Technology** Technology plays a central role in amplifying impact. Startups use mobile apps, artificial intelligence, and data analytics to improve efficiency, reach underserved populations, and track progress. For example, microfinance platforms like Kiva leverage technology to connect small-scale entrepreneurs in developing countries with global lenders.





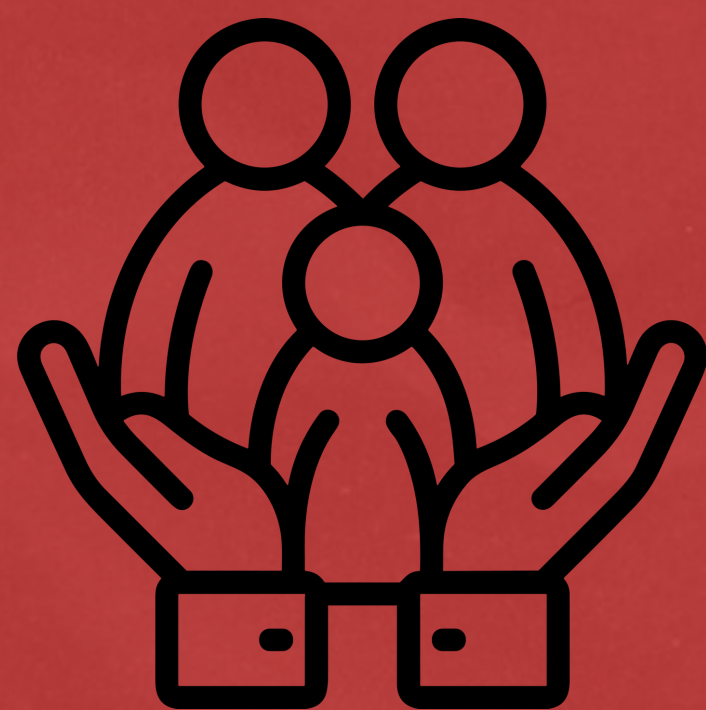
3. Partnerships and Ecosystems Collaboration is key for social impact startups. They often partner with governments, nonprofits, and corporations to scale their initiatives. These partnerships help bridge resource gaps and provide access to networks that accelerate growth.

#### Examples of Successful Social Impact Startups

1. Patagonia Known for its commitment to environmental sustainability, Patagonia reinvests profits into climate action and conservation initiatives.

2. Zipline This startup uses drones to deliver medical supplies to remote areas, saving lives and improving healthcare access.



M. Sumadhur  
BBA 2B









## Women Entrepreneurs and their contribution in the world of business

Women entrepreneurs have made significant contributions to the world of business, reshaping industries, driving innovation, and promoting economic growth. Historically, women faced various societal barriers that limited their participation in business, but in recent decades, there has been a noticeable shift. Today, women entrepreneurs are thriving in multiple sectors, from tech to retail, from healthcare to finance. Women have not only contributed in the economic growth of the country but also in achieving social and environmental goals. They are stepping in the world of business with great knowledge, confidence and goal-oriented skills.



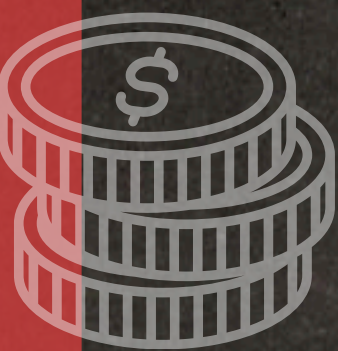
Women entrepreneurs are the role models of the young generation who aspire to become one. In a country like India where women were not allowed to work and earn money, has evolved to a better present where women are working, leading, earning better than before. These are few real-life examples of women who have aced their game in the world of business. Falguni Nayar is the founder and CEO of Nykaa, an Indian beauty and wellness e-commerce platform. Founded in 2012, Nykaa has become one of the leading beauty brands in India, offering a wide range of cosmetics, skincare, and personal care products. Falguni Nayar turned her vision into a billion-dollar business and became the first self-made female billionaire in India through Nykaa's success. She is a great example of how women entrepreneurs can thrive in competitive markets like beauty and e-commerce. Richa Kar is the co-founder of Zivame, an online lingerie retailer that has revolutionized the way women in India shop for intimate wear. Zivame started as an online platform to provide women with a comfortable and private shopping experience, and it has grown into one of India's leading lingerie brands. Kar's success with Zivame is a testament to the growth of women-centric e-commerce in India. Upasana Taku is the co-founder and director of MobiKwik, one of India's leading digital payment platforms. MobiKwik allows users to make instant payments, transfer money, and top up mobile balances. Upasana has played a crucial role in the growth of digital payments in India, and her company has contributed significantly to the country's cashless economy. She is one of the top women entrepreneurs in the fintech space.





In conclusion, Women entrepreneurs are playing an increasingly important role in the world of business. They bring fresh ideas, new perspectives, and a commitment to creating both profitable and socially responsible businesses. While challenges remain, the landscape for women in business is evolving, providing more opportunities for women to take the lead, drive innovation, and inspire future generations of entrepreneurs. Their contributions are invaluable, shaping industries, redefining leadership, and empowering communities around the world.

Gatla Srilekha  
BBA 3B





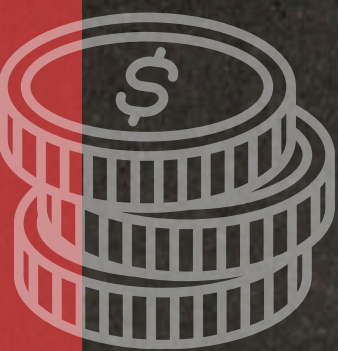
## India's booming startup ecosystem

### India's Startup Surge: A New Era of Innovation

India is witnessing an unprecedented surge in its startup ecosystem, transforming the nation into a global hub for innovation. Fueled by a burgeoning digital landscape, a young and tech-savvy population, and increasing government support, Indian startups are disrupting traditional industries and addressing pressing societal challenges.

From fintech and e-commerce to healthcare and renewable energy, Indian startups are developing cutting-edge solutions that are gaining global recognition. This entrepreneurial spirit is not only driving economic growth but also creating new job opportunities and fostering a culture of innovation and risk-taking.

As the ecosystem continues to mature, India is poised to become a leading force in the global startup revolution, shaping the future of technology and impacting lives worldwide.



Kameswari Guduru  
BBA 2A





## The Future of EdTech Startups in India

The EdTech startup ecosystem in India is entering a transformative phase, driven by innovation and an ever-expanding market. Startups in this sector are leveraging advanced technologies like AI, ML, and gamification to deliver personalized, engaging, and outcome-oriented learning experiences. The demand for flexible, skill-based education among India's vast student and working professional population has fueled this growth.

Government initiatives like the National Education Policy (NEP) 2020 and increased focus on digital literacy have created fertile ground for new startups to thrive. Companies like BYJU'S and Unacademy have set benchmarks, but emerging startups are increasingly targeting niche segments such as upskilling, test preparation, and rural education.



The rise of affordable smartphones and deeper internet penetration, especially in Tier 2 and Tier 3 cities, is opening new opportunities for EdTech startups to expand their reach. However, startups face challenges such as fierce competition, customer acquisition costs, and ensuring affordability for a price-sensitive market.

Looking ahead, startups that focus on vernacular content, hybrid learning models, and collaboration with traditional educational institutions will lead the next wave of growth. With sustained innovation, Indian EdTech startups have the potential to reshape the future of education globally.



Tanusha Ande  
BBA 3A





## How Governments influence the growth of Startups

The India Innovation Hub is a dynamic platform fostering innovation, entrepreneurship, and technological advancements across diverse sectors. It connects startups, businesses, and innovators with resources, mentorship, and global opportunities. Focused on driving sustainable growth, the hub promotes collaboration, showcases talent, and accelerates India's position as a global innovation leader. The Atal Innovation Mission (AIM) is an initiative launched by the Government of India to promote innovation, entrepreneurship, and a culture of problem-solving across the country. Managed by NITI Aayog, AIM aims to develop scientific thinking and support creative solutions to real-world problems.



AIM focuses on building an innovation-friendly ecosystem by setting up various programs and initiatives. One key program is the Atal Tinkering Labs (ATL), established in schools to inspire students to think creatively and experiment with technologies like robotics, 3D printing, and artificial intelligence. This hands-on learning helps young minds develop critical thinking and innovation skills.

Another initiative is the Atal Incubation Centers (AICs), which provide startups and entrepreneurs with mentorship, funding, and resources to transform ideas into successful ventures. AIM also supports collaborative innovation by launching challenges such as the Atal New India Challenge, inviting innovators to solve problems in areas like healthcare, agriculture, and education.

AIM encourages partnerships with global organizations and local industries to strengthen the innovation ecosystem. By promoting grassroots innovation and supporting startups, AIM contributes to India's mission of becoming a global leader in innovation and sustainable development.



Drishitha  
BBA 2(H)



## Overcoming Funding Challenges for Startups

One of the largest challenges faced by startups is obtaining funding, but with the correct strategy, this obstacle may be resolved. For startup money, many entrepreneurs initially rely on their own resources, friends, or family; however, as their company expands, additional funding becomes essential. Angel investors are one choice; they offer early-stage capital in return for stock and frequently offer valuable expertise. Another source for larger investments are venture capitalists (VCs), who usually look for businesses with strong growth potential and a clear route to profitability. Impact investors can offer funding to firms with a distinct social goal while sharing your beliefs. Platforms like Kickstarter and Indiegogo, which allow companies to raise money directly from the public while raising awareness, are growing in popularity. To boost investor confidence, businesses should concentrate on developing a compelling business plan that explains market potential, scalability, and a strong team. Last but not least, networking is essential. Meeting mentors or other founders at industry events might lead to new funding options. Startups can overcome funding obstacles and obtain the resources required for expansion if they are persistent, well-prepared, and employ the appropriate approach. Keep in mind that each fundraising obstacle presents a chance to improve your strategy and expand your company.



R.Shruthilaya  
BBA 3B









## From Dropout to Unicorn: A New Definition of Success through Startups

Startups have become the epitome of the entrepreneurial mentality, turning errors into gold. Take, for example, Zerodha, a financial startup in 2010 by Nithin and Nikhil Kamath. Two brothers began a discount brokerage enterprise with the mission of democratizing investing in India through low-cost trading options.

Through such a creative method, Zerodha could attract a high number of users, becoming the first Indian company to achieve the status of a unicorn without attracting external capital; this happened in 2021. The company availed itself as an easier platform through which regular customers would trade stocks and has been among the key contributing factors to rapid growth. With technology, the company is ensuring that the process is smooth, from providing all the educational material and tools through which users will make the correct financial decisions.



Zerodha is currently catering to more than 6.3 million active customers, and enormous revenue inflows confirm the company's place in the financial services sector of India. Such a transformation journey from an ordinary business house to a unicorn exemplifies how determination and creativity can redefine 'success in the highly competitive startup industry, apart from encouraging entrepreneurs to think further.

C. Manisha Sai  
BBA 1(H)





## **BHAVAN'S VIVEKANANDA COLLEGE OF SCIENCE, HUMANITIES & COMMERCE**

Sainikpuri, Secunderabad - 500094  
Re-accredited with 'A' grade by NAAC  
Autonomous College - Affiliated to Osmania University

### **DEPARTMENT OF MANAGEMENT STUDIES "UTOPIA 3.0" CONDUCTED BY SAMVRIDHI**

#### **REPORT:**

Event category: Utopia 3.0

Date: 23rd December 2024

Time: 2:30 pm to 4:30 pm

Venue: Room No.208, Seminar Hall, MBA Block

Faculty Coordinators: Mrs.G.Archana(Coordinator of Samvridhi) and  
Mrs.Navaneetha (Co-Coordinator of Samvridhi)

Student Coordinators: Ms. Kausalya Krishnakumar and Ms. Gatla Srilekha

Total No. of Participants: 74

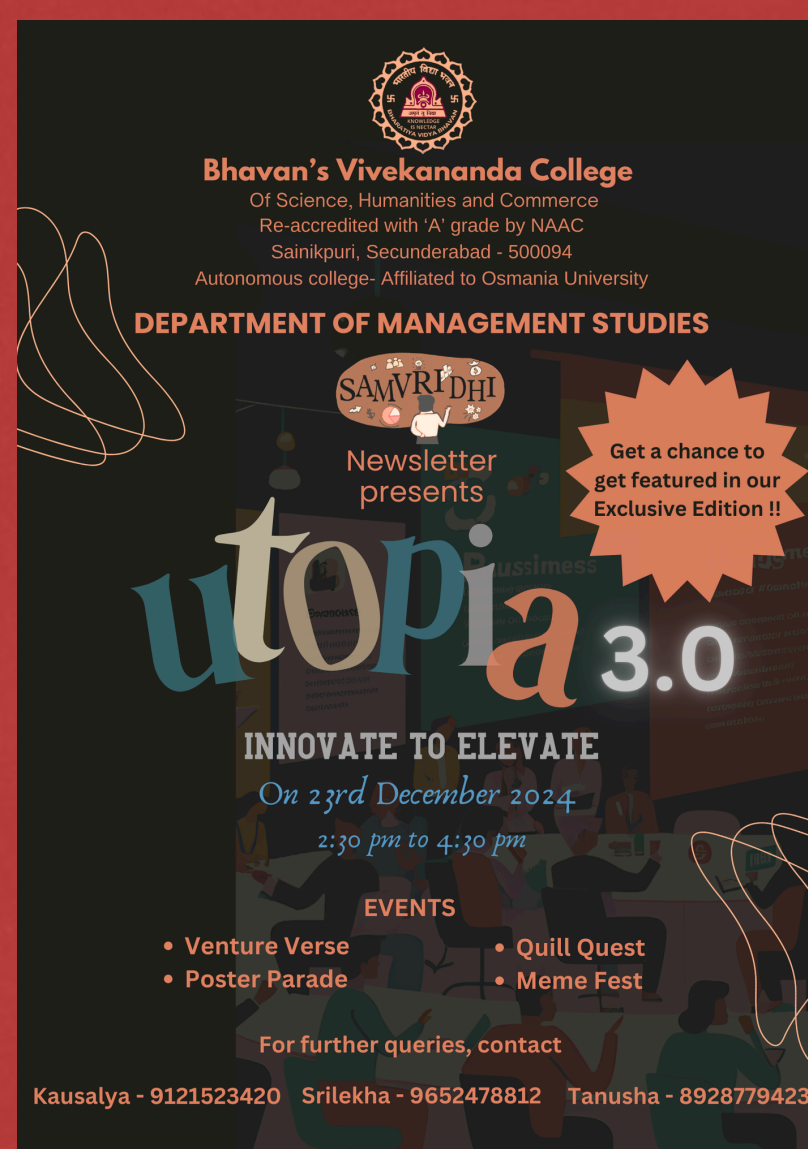
Male - 47

Female - 27

The Samvridhi Newsletter of our college has organized the event "UTOPIA 3.0." The event officially began at 3:00 pm with Google forms being closed at 2pm. Each event happened for 1 hour simultaneously and with participants presenting their business ideas in Venture Verse with the theme of startups and entrepreneurship, where participants, consisting of teams of one or two members, were allotted 5 minutes each for their presentations. The event also included a questionnaire session, allowing judges to engage with the presenters and delve deeper into their concepts. Participants also took part in the Poster Parade, where you unleash your artistic skills and convey powerful messages through posters. They were given a time of 3 minutes to explain about their poster. This event challenges you to combine design, creativity, and storytelling.



There was another event like Quill Quest, which invited all aspiring writers to showcase their skills in a competition that emphasized creativity, clarity, and flair with words. Participants crafted compelling narratives that explored diverse business topics, from modern practices to innovative startup ideas. This event not only highlighted the importance of effective communication in entrepreneurship but also encouraged participants to express their unique voices through the written word. Simultaneously, Meme Fest brought a light-hearted twist to the proceedings. This fun-filled event challenged participants to create the funniest and most relatable memes, merging humour with creativity. It provided a platform for students to engage in a playful yet meaningful exploration of entrepreneurial themes, leaving everyone in stitches while fostering a sense of community.





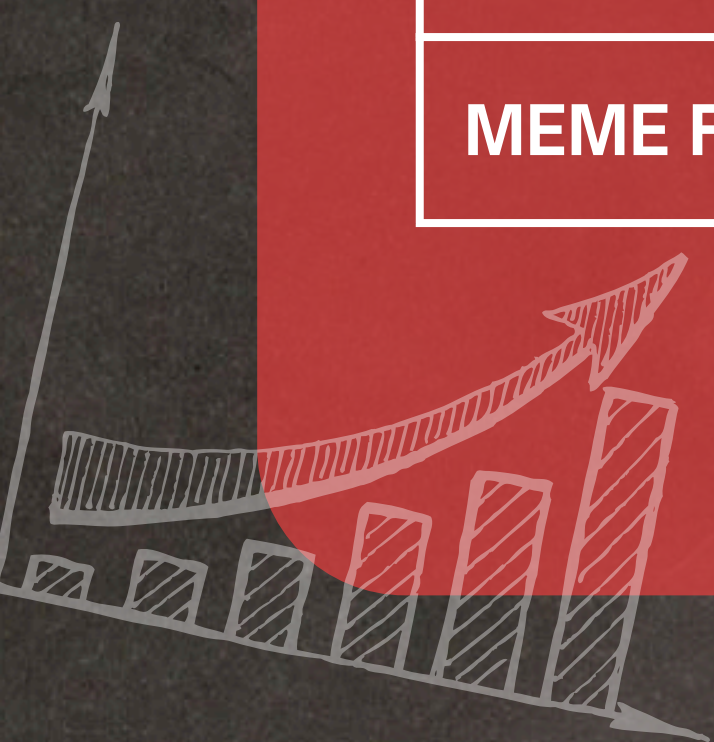
### WINNERS :

EVENT NAME	NAMES	CLASS
VENTURE VERSE	J.Krishna Sai Kancherla Samrajyam	MBA 2B MBA 1B
POSTER PARADE	G. Durga Bhavani	B.Com 3HBA
QUILL QUEST	Srihitha Sreenath Konthalapally Tanvi Jatoth	BCA 2A MBA 2B MBA 1B
MEME FEST	M. Pranay Raj	BA 3 MPE



### RUNNERS- UP :

EVENT NAME	NAMES	CLASS
VENTURE VERSE	Chavi sethia	BA 2
POSTER PARADE	Aditya T.V	BBA 2A
MEME FEST	L. Absolom Arnold	BA 3 MPE





## TEAM SAMVRIDHI



REPORT BY  
C. Manisha Sai  
BBA 1(H)





# VENTURE VERSE

## WINNERS:

J.KRISHNA SAI (MBA 2B)

KANCHERLA SAMRAJYAM(MBA 1B)



## RUNNERS - UP:

CHAVI SETHIA (BA 2)



# POSTER PARADE



WINNER

G.DURGA BHAVANI

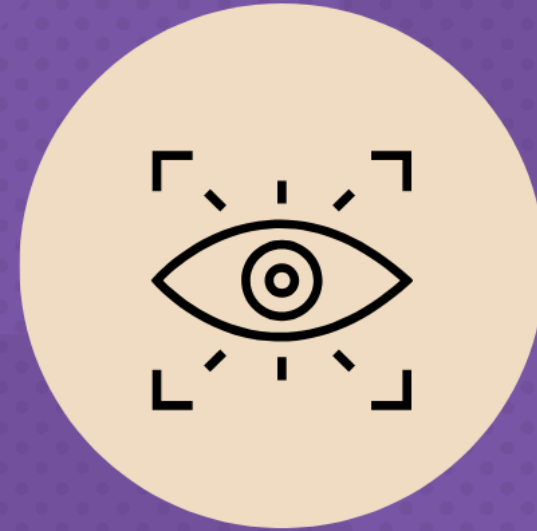
B.Com 3HBA

# POSTER PARADE



## Ideation

Ideation is the spark where problems meet possibilities, Starting the journey of innovation.



## Vision

Vision is the blueprint that turns dreams into direction and purpose into progress.

# WHAT IT TAKES TO BE AN Entrepreneur



## Organisation

Organization transforms chaos into clarity, building the foundation for success.



## Risk-Taking

Risk-taking is the bridge between uncertainty and opportunity, where growth truly begins!

RUNNER - UP  
ADITYA T.V  
BBA 2A





## QUILL QUEST BEST ARTICLES

### The Inspiring Entrepreneurial Journey of Ratan Tata

Ratan Tata, one of India's most renowned entrepreneurs, has left an indelible mark on the global business landscape. Serving as the chairman of Tata Group from 1990 to 2012, Tata led the conglomerate through a period of extraordinary growth, transforming it into one of the world's most respected business entities. His entrepreneurial journey is a remarkable tale of vision, innovation, and ethical leadership.

#### Early Life and Leadership at Tata Group

Born into the influential Tata family in 1937, Ratan Tata's career began in the company at the ground level. He worked his way up through various positions within the group, gaining invaluable experience before becoming chairman in 1990 after the sudden passing of his uncle, J.R.D. Tata. Ratan Tata faced significant challenges in stepping into such a prominent role, but his strategic thinking, focus on modernization, and value-driven leadership quickly helped him establish himself as one of India's most successful business leaders.

#### Visionary Acquisitions and Expanding Global Presence

One of Tata's most significant achievements was his expansion of Tata Group into the international market. Under his leadership, Tata Group made strategic acquisitions that would change its trajectory forever. In 2000, Tata acquired the British tea company Tetley, signaling the group's entry into the global market. However, it was his acquisition of Jaguar Land Rover (JLR) in 2008, during the height of the global financial crisis, that truly showcased his bold vision. While many saw the deal as risky, Ratan Tata's foresight paid off, as JLR eventually turned into a highly profitable part of Tata Motors, enhancing the company's global footprint.





### **Tata Nano: A Revolutionary Idea**

Another landmark in Ratan Tata's tenure was the development of the Tata Nano, the world's cheapest car, launched in 2008. Aimed at providing an affordable vehicle for the masses, the Nano represented Tata's commitment to creating solutions for the common people. Although the car did not see the commercial success anticipated, the initiative demonstrated Tata's focus on innovation and his willingness to take risks for a good cause, attempting to democratize car ownership for India's growing middle class.

### **The Rise of Tata Consultancy Services (TCS)**

Under Ratan Tata's leadership, Tata Consultancy Services (TCS) also flourished, emerging as one of the world's leading IT services companies. As the company expanded globally, TCS became a cornerstone of Tata Group's profitability, driving revenue and brand recognition in international markets. The success of TCS also reflected Tata's ability to pivot the group into new, high-growth sectors, ensuring its relevance in the rapidly evolving global economy.



### **Overcoming Challenges**

Tata's journey was not without its obstacles. The economic recessions of the 1990s and 2000s, intense global competition, and market uncertainties tested his resilience. However, Ratan Tata's ability to make bold, strategic decisions enabled Tata Group to not only survive these challenges but thrive. One of the most significant decisions was the acquisition of Corus, a major steel company based in the UK, which added a crucial global dimension to Tata Steel. Tata also navigated the complexities of operating in a fast-paced global market, maintaining Tata Group's reputation for quality and ethical business practices.



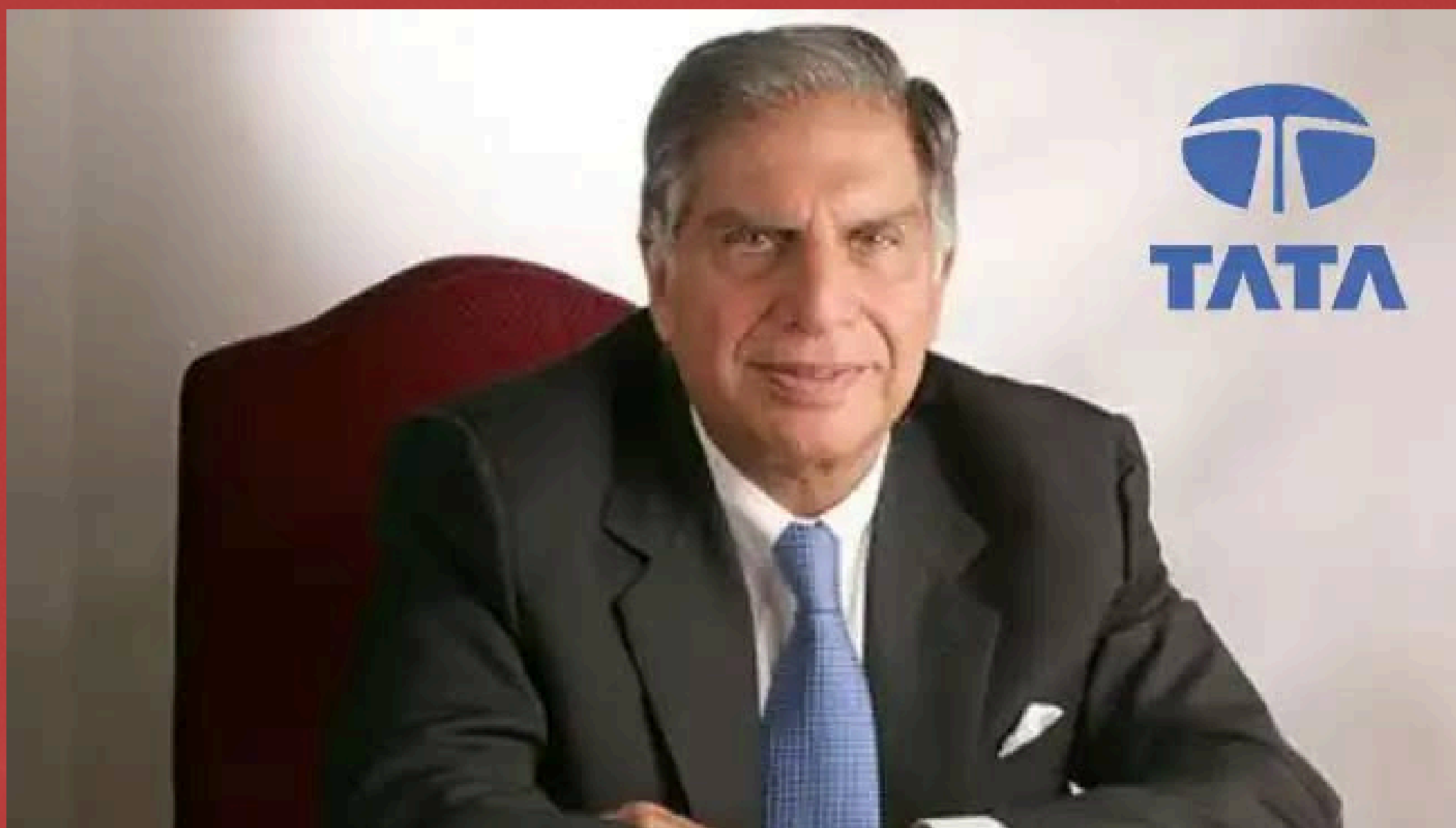
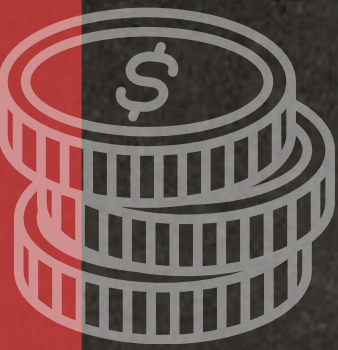


### **A Lasting Legacy**

Ratan Tata's leadership transformed Tata Group into a global conglomerate, marking a new era for the 150-year-old group. His ability to expand Tata's global footprint, spearhead innovative projects, and uphold high ethical standards in business is what makes his entrepreneurial journey so inspiring. Upon retiring in 2012, Tata's legacy continued through the successful ventures he initiated and the values he instilled in the company.

His story is not just about business success, but about using entrepreneurship as a means of social impact. Ratan Tata's approach to business, focusing on values, vision, and social good, serves as an inspiration to entrepreneurs not only in India but around the world.


SRIHITHA  
BCA 2A






## **Revolutionizing Personal Safety Products : The success story of Jarsh Safety**


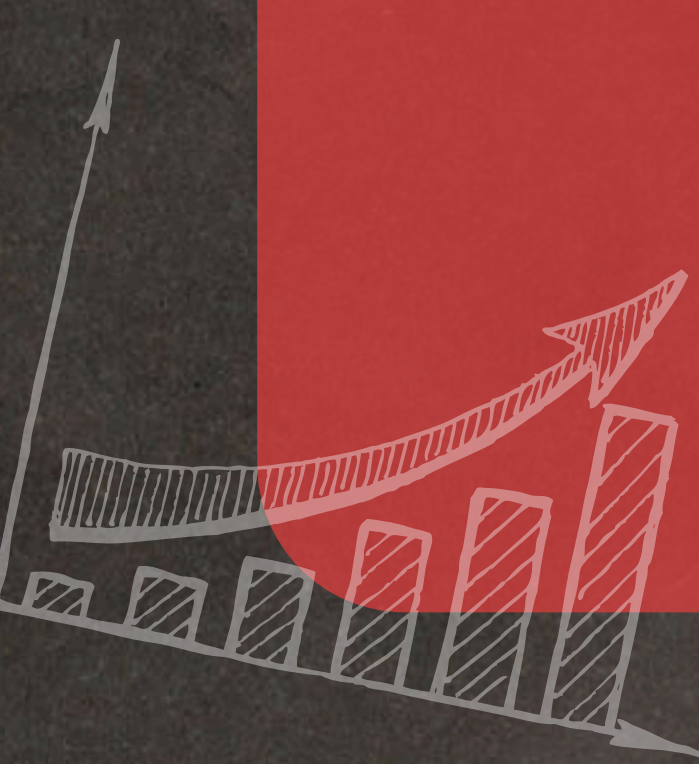
What happens when you challenge three young engineering students to stop searching for business opportunities and start solving real problems? You get a flood of creative ideas! Inspired by the guidance of their mentor, Dr. D. N. Rao, three innovative thinkers—Kausthub Kaundinya, Sreekanth Kommula, and Anand Kumar—began exploring the world around them. They looked for everyday problems that could spark groundbreaking solutions and create entirely new markets. Their journey took them from untangling issues like untying shoelaces to addressing the rising cost of fuel. But the real breakthrough came when they turned inward, reflecting on their own experiences.



Kausthub, who endured daily bike rides of over 60 kilometers to college, had a strained relationship with his helmet. In Telangana's scorching heat, it felt stifling, heavy, and unbearably hot. The trio posed a simple yet powerful question: What if helmets were air-conditioned? And just like that, JARSH—Just Another Rather Safe Helmet—was born. Initially, air-conditioned bike helmets proved too costly for the market. Undeterred, the trio shifted their focus to industrial applications. With determination and grit, they developed a functional prototype within just two years—a remarkable achievement.



However, a great product needs a strong launch pad. That's where the RICH team stepped in. They connected JARSH with key stakeholders, including industry leaders, manufacturers, distributors, investors, and strategists. During RICH's first anniversary celebration on February 24, 2018, Hon'ble Shri KTR Rao officially unveiled the JARSH Safety Helmet, giving it the spotlight it deserved.





Since then, JARSH has gained traction with multinational corporations like JCB India, which now features JARSH products in their showrooms nationwide. The innovation didn't stop there. During the COVID-19 lockdown, the team created a cash counting machine that also sanitizes currency notes, with RICH helping them collaborate with top manufacturers. Expanding further, JARSH entered the agri-tech sector with sWave, a device designed to protect crops from wild animals.

They say nothing can stop an idea whose time has come, and JARSH is living proof of that. With every step, they continue to turn challenges into opportunities and ideas into impactful solutions.

**SREENATH KONTHALAPALLY**  
MBA 2B





## Green Entrepreneurship: Turning Sustainability into Profit

Raghurajpur, a rich heritage crafts village in Odisha, India, serves as a shining example of the harmony between culture and sustainability. Known for its intricate palm leaf etchings (Talapatra Chitra) and Pattachitra paintings, this village offers a blueprint for green entrepreneurship by showcasing how traditional art can be reimagined for modern markets while preserving ecological balance.

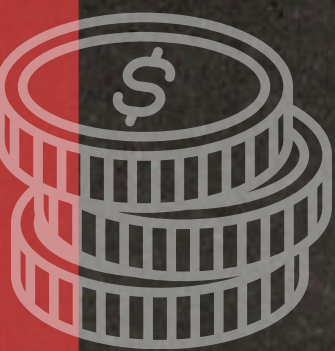
### Transforming Heritage into Global Treasures :-



Green entrepreneurship thrives on transforming local crafts into global opportunities. Imagine the intricate palm leaf etchings of Raghurajpur being sold in minimalist designs for Zen-inspired decor in Japan or as luxury pieces for art fairs in Germany. This would not only expand the reach of the artisans but also highlight the eco-friendly nature of these biodegradable crafts. For instance, a start-up could collaborate with international art galleries to showcase these timeless pieces, bridging cultural narratives and sustainability.

### Innovating Tradition through Technology :-

Green entrepreneurship also lies at the crossroads of tradition and technology. Interactive 3D galleries can allow customers from across the globe to experience the beauty of Raghurajpur's crafts virtually. For example, a U.S. customer could view a palm leaf etching in fine detail through augmented reality (AR) before deciding to purchase. This innovation reduces the environmental footprint associated with physical exhibitions while enhancing customer engagement.





### **Aligning with Eco-Conscious Values :-**

Today's consumers seek products that align with their values of sustainability and cultural depth. By marketing Raghurajpur's intricate palm leaf designs as eco-friendly collectibles, businesses can capture the growing demand for meaningful, biodegradable decor. For example, a palm leaf etching depicting a sacred mythological tale could be sold in eco-conscious packaging, appealing to both spiritual and environmentally aware consumers.

### **Diversifying Revenue Streams :-**

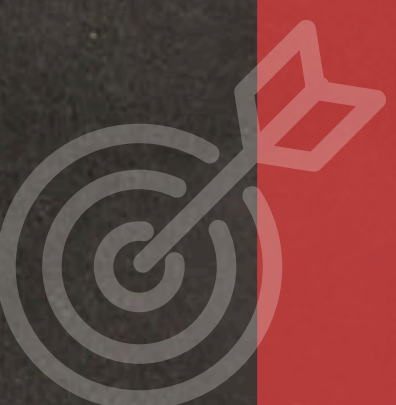
Green entrepreneurship opens doors to innovative revenue models. Workshops teaching palm leaf etching techniques could connect global audiences to this traditional art. Digitizing these designs as NFTs can attract tech-savvy buyers, offering a modern twist on heritage. For instance, limited-edition digital collectibles of iconic Raghurajpur designs could create new avenues for revenue while preserving the art form digitally.



### **Empowering Artisans Through Global Collaboration :-**

At its core, green entrepreneurship is about community empowerment. Collaborating with Raghurajpur's artisans ensures fair compensation while amplifying their craft on a global stage. For instance, hosting cultural exchange programs or participating in global exhibitions can further strengthen the bond between tradition and modernity, creating a sustainable future for the artisans.

In conclusion, green entrepreneurship is more than a business model—it's a pathway to sustainability and cultural preservation. By reimagining Raghurajpur's heritage with innovation, technology, and a global vision, we can turn every handcrafted piece into a global story while fostering a greener planet.

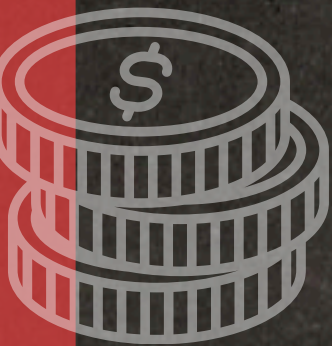
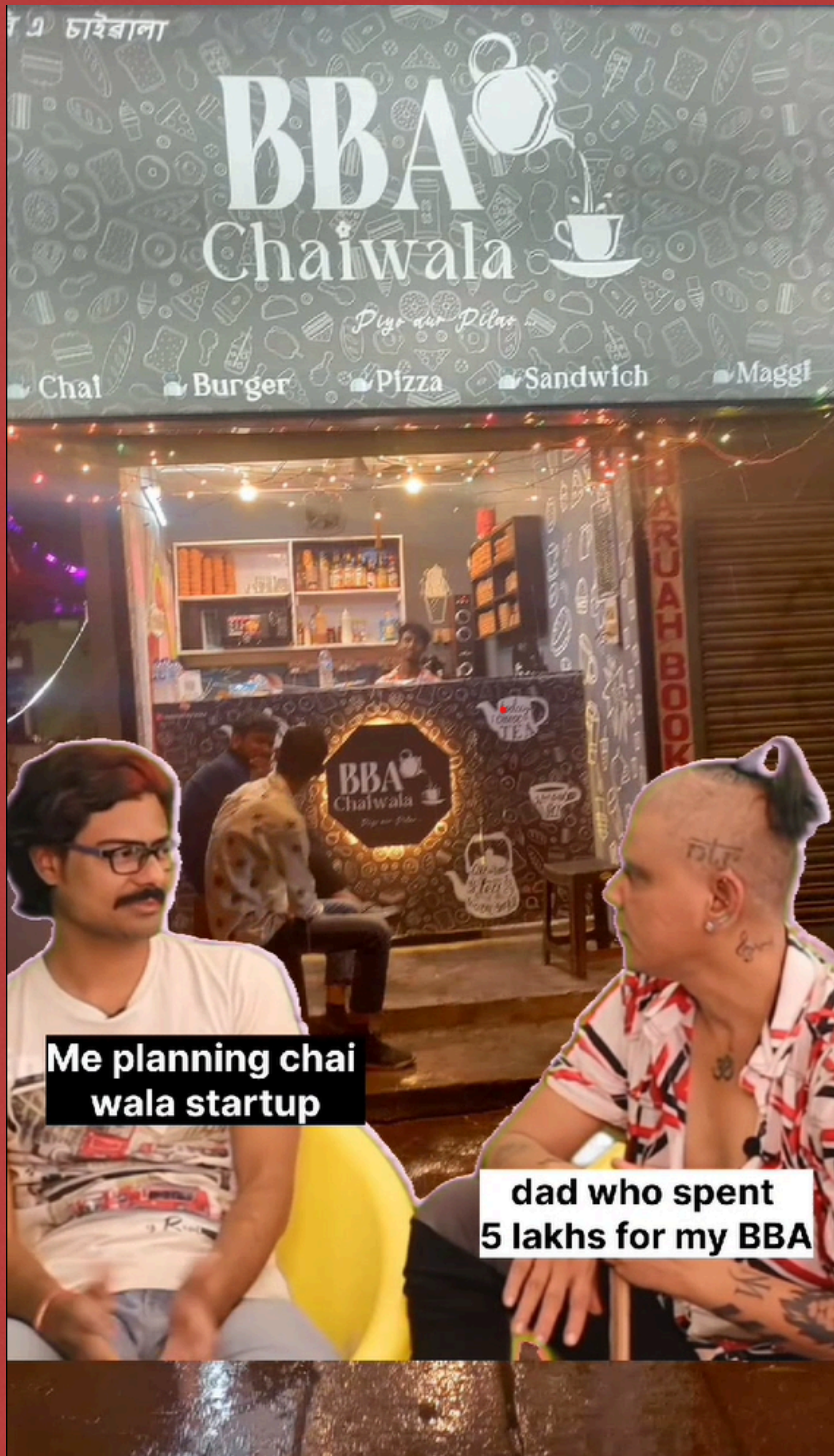


TANVI JATOTH  
MBA 1B





# MEME FEST



**WINNER**  
PRANAY METLA  
BA 3 MPE







## MEME FEST



**Me enjoying life thinking  
my friend will make me  
CFO of his start-up  
company**

**Meanwhile the CEO  
with 16 backlogs**



**RUNNER - UP  
L. ABSOLOM ARNOLD  
BA 3 MPE**



career

failure

passion



leadership

vision



# HUSTLE HUBS

2 0 2 5



travel



balance

money



## FUELING AMBITIONS ONE STARTUP AT A TIME!!

