



**Call for Proposals
IN THE LIVELIHOOD SPACE**

Empower lives in rural & urban India

capacity building program with
level investor exposure opportunities



**SOCIAL
alpha**

FOUNDATION FOR
INNOVATION AND SOCIAL
ENTREPRENEURSHIP

Let's Venture

Ecosystem Partners

**Startup
Odisha**

CSL
CARVE STARTUP LABS

C-LIVE 2020 CATALYZING LIVELIHOOD EMPOWERING RURAL & URBAN INDIA PROJECT REPORT 2020



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INTRODUCTION

C-Live was a 4-month structured virtual capacity building program for supporting startups that are working in the livelihood space. KIIT-TBI with support of investor partner Upaya Social Ventures ,Social alpha, Let's Venture and with ecosystem partners: Startup Odisha and CSL kick started this program on November 2020. The program was uniquely designed with the entry-level and exit-level investor exposure opportunities to enhance their growth path and structured progress mapping.

This program received about 95 plus applicants, who underwent through a two level screening process . The final 12 selected startups from pan India were engaged in the 4 month extensive and very interacting cohort learning about the 4 focused area i.e. Operations, Marketing, Financial Management and Roulette of funding. The 4 modules were segregated into 20 topics ,which included session for about one hour and thirty minute session on each topic.

Various experts from different domain enlightened the startups with their expertise, sharing real time examples of various individual companies, startups and case studies etc . Each session concluded with question and answer round in which various questions raised by the startups were clarified and resolved by the experts. The sessions were inaugurated by Ms. Surekha Routray, Head-Social Impact & CSR, KIIT-TBI

C-LIVE ACCELERATOR PROGRAM 2020

AGENDA

Date	Topic	Speaker
MODULE 1 OPERATIONS		
26 Nov. 2020	Time Management	Mr Ajit Kar, Founder-CHRD
	Team Building	ICD Impact Team- Debasish Bhattacharya & Alejandro Vera
	HR Policies-When & Why	Mansij Majumder-Head – Human Resources Manipal Global Education Services Pvt.Ltd.
27 Nov.2020	Customer Acquisition	Mr Joydeep Biswas, Assistant Prof. Marketing, KSOM
	Quality Assurance, Production System	Prof. Nirmal K Mandal, Faculty, KSRM PGDRM, IRMA
	Importance of Advisory Committee	Srikanth Prabhu ,Head - GTM and Partnerships at Qapita
MODULE 2 MARKETING		
17 Dec.2020	Marketing Management: Product Validation, Sales and Advertisement (Low Budget Activities)	Mr. Kaushik Bhattacharya, Startup Mentor and Management Consultant.
	Digital marketing(Website making , Mail management, Social Media Management)	Mr. SWAARUUP A. GANDEWAR, Founder Getting to Goal Professionally
18 Dec. 2020	Competitor Analysis	Ms. Surekha Routray, Head-Social Incubation & CSR, KIIT-TBI
	Market Segment Mapping, Customer Feedback	Mr. Aditya Save, Co-Founder & COO Armsprime
MODULE 3		

FINANCIAL MANAGEMENT		
8 Jan. 2021	Taxation: Various Taxes Applicable to MSME	Amit Choudhary, Heads Upaya- finance, legal and compliance
	Creditor & Debtor management, Chartered Accountant Vs VFO	Pravash Dash ,Founder & CEO at Arthan Finance
9 Jan. 2021	Working Capital Assessment, Balance Sheet, Profit & Loss Sheet	CA Manoj Kumar Biswal, Head (F & A) at Rawmet Resources Pvt. Ltd., Odisha Division
	Fixed and variable Expenses management	CA Manoj Kumar Biswal, Head (F & A) at Rawmet Resources Pvt. Ltd., Odisha Division
MODULE 4 ROULETTE OF FUNDING		
4 Feb. 2021	Key elements of Company Evaluation	Pradhuman Kheechi, Principal Associate, LexStart Consultancy Private Limited
5 Feb. 2021	Valuation & Understanding Term Sheet	Parneet Soni, Senior Manager ,Investment & Portfolio ,Upaya Social Ventures
	ESOP-When & Why	Anisha Patnaik, Founder – LexStart Consultancy Private Limited
26 Feb.2021	Design your Pitch Deck	<ul style="list-style-type: none"> Sukriti Saroj, Investments and Portfolio at Social Alpha Vishnu Nagaraj, Founder & CEO Carve Startup Labs
27th Feb.2021	Legal Compliances for Loan Approval, Debt Funding, Compliances for building bankable project	Siddharth Ranjan, Director – Aak Siddhi Corporate Care Pvt.Ltd and Consultant in NLF Consultancy Pvt. Ltd.
1 March 2021	Mock Pitching Session	Panelist: <ul style="list-style-type: none"> Mr. Nilesh Lele, President at Chamber for Advancement of Small & Medium Businesses

		<ul style="list-style-type: none"> • Dr. B B Singh, Director (Sales & Marketing), Indorama Kokand Fertilizers, Uzbekistan.
16 March 2021	C-Live Final Investor Pitch	<p>Panelist:</p> <ul style="list-style-type: none"> • UPAYA SOCIAL VENTURES • SOCIAL ALPHA • ICDIMPACT • XCEL CORP

12 SELECTED STARTUPS

Sl.no.	Name of the Enterprise	Name of the Entrepreneur	Website
1	Bariflo Labs	Mrutyunjaya Sahu	https://bariflolabs.com/
2	Padcare	Ajinkya Dhariya	https://padcarelabs.com/
3	Forestica Booty Pvt. Ltd	Sanjeev Singh Kumar	http://www.forestica.in/
4	Vedam Agro Enterprises	Kshetrimayum Vedmani Devi	No direct Website
5	Skillskonnnect Global Private Limited	Dhiraj Ahuja	https://www.skillskonnnect.com/
6	Plashbot Technologies	Vishal Poddar	https://www.linkedin.com/in/plashbot-technologies-873091201/?originalSubdomain=in
7	Greengine Environmental Technologies Pvt Ltd	Nitin Srivastava	http://greengine.co.in/about.php
8	Vaisali Dairy Private Limited Doodh Sagar	A.Surendra Nath	http://www.vaishalidairy.in/about.php
9	Villa Mart Pvt Ltd	Ramesh Chandra Biswal	https://villamart.in/
10	Mati Farms Private Limited	Sanjog Sahu	https://matifarms.in/
11	Emeat	Soumya Ranjan Panda	https://www.emeat.in/
12	Community Farms	Padmakumar Av	https://communityfarm.in/

SUMMARY

A quick summary of all the sessions is enlightened below:

1.Time Management.

The session was taken by Mr Ajit Kar,Founder-CHRD. He explained various elements of time management, how to keep a proper balance between personal and professional ,various tools and techniques how to overcome distraction and utilize the time in the most effective way. He discussed about how to plan and prioritize work. The session also consisted of various activities and exercise . The session concluded with various questions and answers discussed between the startups and Mr. Ajay.

2.Team Building

The session was taken by Mr. Debashish Bhattacharya and Alejandro Vera, from ICDImpact. They elucidated the importance of having a team. They discussed about various learning lesson and case studies based on team building .They also shared their personal experience on how a team together helps in managing any sort of situation. Mr. Vera describes the importance of having a leader and how to work in a team along with people of various ages, mind set and all. Mr. Debashish shared his experience how to be connected with your team both formal and informal way providing the maximum output out of it. The startups also shared their experiences and asked other queries regarding team building which was discussed in the end of the session.

3.HR Policies-When & Why

The session was taken by Mr. Mansij Majumder-Head – Human Resources Manipal Global Education Services Pvt.Ltd. Mr. Mansij construed the startups regarding the various HR policies required for early or medium stage startups and why. He explained the necessity for HR department in company to have a proper record of things like salary and wages paid,PF ,EPF, etc. He enlightened the rules and regulations related to hiring, maintaining hierarchy etc. The concluded with questions raised by startups which was clarified by Mr. Mansij.

4.Customer Acquisition

The session was taken by Mr. Joydeep Biswas, Professor – Marketing KIIT School of Management.. Mr. Joydeep interacted with the startup through a series or relevant questions from customer acquiring perspective. He narrated the various reasons, steps and key objectives, types of customer acquisitions and many more . He also gave real time examples based on his industry experience and also answered the various queries raised by the startup.

5.Quality Assurance, Production System

The session was delivered by Mr. Prof. Nirmal K Mandal,Faculty, KSRM PGDRM, IRMA. He outlined the need ,objectives and outcomes of the quality assurance . He briefly elaborated various scope of agri business and how to have a steady production system. He gave examples like Amul who produces various diary product and of best quality. He also gave examples from various certified organic products.The session ended with various questions and queries raised by the startup which was answered by Mr. Nirmal gradually.

6.Importance of Advisory Committee

The session taken by Srikanth Prabhu ,Head - GTM and Partnerships at Qapita. He touched about topics like business planning in the context of go to market ,basic building blocks of social

entrepreneurship, objectives and key results of the business plan. He also showcased about the template to be followed by startup to follow while forming a company till the end , He enlightened about the value proposition ,cashflow and about importance of advisory committee along with real time cashflow examples of an ed tech company. Later various question and queries raised by the startups was resolved by Mr. Srikanth .

7.Marketing Management: Product Validation, Sales and Advertisement (Low Budget Activities)

The session was taken by Mr. Kaushik Mr. Kaushik Bhattacharya, Startup Mentor and Management Consultant. He started the session describing about the design thinking of how to market your product. He elaborated the various marketing segment, reaching out to customers, taking feedbacks and all other basic but important elements of marketing including the 5 C's of marketing. He enlightened about the marketing process adapted by startup, various sales tricks and strategies.

8.Digital marketing(Website making , Mail management, Social Media Management)

The session was taken by Mr. Swaruup . The session included lots of interaction and discussion on various aspects ,importance strategy of digital marketing .He enlightened the startups the various challenges faced by startups due to lack of digital marketing. He elaborated the various methods of social media marketing, use of social media platform, e-marketing and many more. The session included various interactive question raised by Mr. Swaaruup to which the startups answered seamlessly. He threw light on how to use search engine properly, correct key words etc.

9.SWOT Analysis

The session progressed with the a brief introduction of Mr. Surekha Routray who enlightened about the basic elements like aims, need and objectives of SWOT analysis and reviewed and discussed about SWOT analysis of all the startups. She helped them in making strategized roadmap on swot and also cashflow. She explained taking real time examples based on the startup itself. She also explained the importance of documentation of all the data and information.

10.Market Segment Mapping, Customer Feedback

The session was taken by Mr. Aditya save. Mr. Aditya displayed about various scope of market segmentation. He helped the individual startup to find out their marketing segment , He gave few tips and tricks to follow while tapping into the correct segment of market.In the end the startup raised various queries which was resolved by Mr. Aditya one by one.

11.Taxation: Various Taxes Applicable to MSME

The session was taken by Amit Choudhary, Heads Upaya- finance, legal and compliance. Mr. Amit described the basic definition of taxation ,the process how to file a tax and different types of taxes . He also elucidated on different tax rules and regulations to be followed .Various tax laws was also explained by Mr. Amit. The questions and quesries raised by the startups were answered in the end of the session.

12.Creditor & Debtor management, Chartered Accountant Vs VFO

The session was taken by Pravash Dash ,Founder & CEO at Arthan Finance. Mr. Pravash gave an overview on key characteristics, key differences between creditor and debtor. He also explained on how manage proper the credit and debit of a company. The differences between a chartered accountant and VFO was clarified by Mr. Pravash. HE gave real time examples from various startups real life incidents based on the functioning a CA and VFO. The session ended with the question and

answer discussion among the whole team and Mr. Pravash.

13.Working Capital Assessment, Balance Sheet, Profit & Loss Sheet and Fixed and variable Expenses management

The session was taken by CA Manoj Kumar Biswal, Head (F & A) at Rawmet Resources Pvt. Ltd., Odisha Division. Mr. Manoj illuminated the startups on the topics in detail. He explained on all the aspects of working capital . Various format of balance sheet ,profit and loss sheet was explained. He explained the importance of having a proper management of revenue generated and and used. A brief discussion on expenses management was also delivered by Mr. Manoj. He also showed about how to make the balance sheet in detail. The session concluded on question and answer session between the startup and Mr. Manoj.

14.Key elements of company evaluation

The session was taken by Pradhuman Kheechi, Principal Associate, LexStart Consultancy Private Limited. Mr. Pradyuman navigated the startups regarding the various elements and stages on forming a company. He also enlightened them with the rules and regulations to be kept while forming a startup. He showcased the important documents and other steps necessary for forming a company. He also discussed about the failure which companies faced due to lack of proper documentation while forming their companies.

15.Valuation & understanding term sheet

The session was taken by Parneet Soni, Senior Manager ,Investment & portfolio ,Upaya Social Ventures. The main aspect of term sheet, how to understand it, what should be added in it all these were discussed by Mr.Parneet. He drew attention towards the various key terms to be kept in mind while forming a term sheet. He also explained them few important conditions to be kept in mind for a startup term sheet. The session concluded on various questions raised by the startups which was resolved by Mr. Parneet.

16.ESOP-When & why

The session was taken by Anisha Patnaik, Founder – LexStart Consultancy Private Limited. She briefly elaborated the key aspects of ESOP and its importance. She also explained about various other forms of employee ownership. She also gave some real time examples on how ESOP works . In the end the startup raised various queries which was resolved by Ms. Anisha one by one.

17. Design your pitch deck

The session was taken by Ms. Sukriti Saroj, Investments and Portfolio at Social Alpha. The session consisted of various template and formats to be used to make the pitch deck investor ready. She elaborated the basic things to be required to add while presenting in front of the investors. The proper usage of words ,data, color scheme etc was portrayed in the session by Ms. Sukriti.

18.Legal Compliances for Loan approval ,debt funding, compliances for building bankable project

The session was taken by Siddharth Ranjan, Director – Aak Siddhi Corporate Care Pvt.Ltd and Consultant in NLF Consultancy Pvt. Ltd. Mr. Siddharth elaborated in detail the various compliances required and to be followed while applying for a loan . He enlightened them with different kinds of projects that can be approved by the banks . He also elaborated the criteria which banks look into an individual or team while forming a company.

CONCLUSION

The 4 months Cohort ended with the final presentation on 16th March 2021 .The startups with a very precise and focused details presented regarding their companies who were judged on the basis of different parameters like uniqueness, Team, Sustainability etc . The investors panelist included personalities from Upaya Social Ventures, Social Alpha, and ICD Impact and XCEL CORP.

These three startups were selected for the final funding :

- Vedam agro Pvt.Ltd
- Community FarmsPvt. Ltd
- Villamart

EXPERT PROFILE

Sl.no.	Name	Profile Brief
1	Dr.Ajit Kumar Kar, Co- Founder of CHRD	<p>Ajit is an author, motivator, speaker & trainer by profession, having more than a decade of experience in HRD, Training & Consultancy. He is the Founder of LinkedIn Local Bhubaneswar, He has worked for different international and national organizations i.e. Train Now, USA, TATA Sponge Iron Ltd., Wipro, Team Lease (Staffing Company), CallCare.Net, IFLD, Hero Corporate Services, He has been honoured with Honorary Ph.D (Doctorem Honoris Causa) from FTU. He has an NLP Foundation Diploma Certificate under NLPh, USA & is also a Certified NLP Practitioner from NLP Goa (Accredited by E.C. NLP). Impact Consulting, USA.</p> <p>He is awarded with NAA Foundation Excellence Award-2016 for outstanding contribution in the field of L&D</p> <p>He received “Out Standing Trainer Award” from JCI in 2014. He has been nominated as honorary Vice President (Executive Training) for JCI.</p>
2	Mansij Majumder Head – Human Resources Manipal Global Education Services Pvt.Ltd.	<p>Mansij is a seasoned professional who has worked across a wide spectrum of HR roles in different industries. He currently heads the human resources function at Manipal Global Education Services., for all the non-campus entities. He has served as a senior HR leader for the APAC region at Conduent Business Services responsible for end-to-end conceptualization, rollout and implementation of strategic people projects. In the past he has worked at Ola as HR leader for their operations across India and has had stints at Wipro and Ashok Leyland.</p> <p>Mansij is an alumnus of XLRI and NIT Jamshedpur. He is also a certified In-house competency assessor, and an advisor to early stage start-ups.</p>
3	Mr Joydeep Biswas, Assistant Prof. Marketing, KSOM	<p>Joydeep has close to 8 years of industry experience in premier companies like ITC, Nokia and IBM. He has worked in domains of Sales, Distribution Management, Brand Marketing and CRM. He holds PGDM (XLRI Jamshedpur) and B. Tech degree from IIT – BHU, Varanasi.</p> <p>His experience spans across industries like FMCG foods, tobacco, mobile devices and IT services. Joydeep was a recipient of academic merit scholarship by Provident Fund of India at IIT BHU. Before joining KIIT, he was heading Kerala for ITC foods as Assistant Branch Manager.</p>
4	Prof. Nirmal K Mandal,Faculty,KSOM PGDRM, IRMA	<p>Professor NIRMAL K MANDAL has a rich industry experience of about 22 years spreading across strategic consulting, project consulting and implementation of projects in the domain of Livelihoods, Agriculture, Food safety and Health. Have Interest in e- Governance, Public policy,</p>

		<p>ICT for Development, Innovations in Rural development and Enterprises.</p> <p>He has earlier served at Society for Elimination of Rural Poverty of Government of Andhra Pradesh, National Cooperative Dairy Federation of India, Mott MacDonald Private Limited and National Institute for Smart Government. He is currently the Associate Professor of KIIT school of Rural Management of Kalinga Institute of Industrial Technology. He is also the Chairperson of Executive Development Programme (EDP) & Placement programme for KIIT School of Rural Management. He has designed and evaluated a number of programmes in the field of government reforms and sustainable development in India and South Africa. He has been the key member of the working group for drafting food import regulations for Food Safety and Standards Authority of India (FSSAI).</p> <p>He has done his graduation in Veterinary science from Bidhan Chandra Agricultural University and he holds a Post Graduate Diploma in Rural Management (PGDRM) from Institute of Rural Management, Anand. He is a member of UN- solution Exchange.</p>
5	Srikanth Prabhu	<p>Srikanth has worked for about 10 years in the financial sector across several roles including stints at Goldman Sachs and Royal Bank of Scotland in their Investment Banking business. Being a member of the founding team at Social Alpha, he managed the end to end portfolio management function including deal sourcing, evaluation, due diligence and post investment handholding. He works closely with several portfolio companies across sectors and particularly in education, livelihoods and rural enterprise verticals.</p> <p>Srikanth has a B Tech degree in Electronics & Communications from NIT Surathkal and an MBA from IIM Bangalore.</p>
6	Mr. Kaushik Bhattacharya, Sr. IT Sales & Business Strategy Leader	<p>More than 23 years of Successful IT Business Consulting and Management exp. with broad experience in Sales, Business Development, Account Management, Digital Marketing, Brand Promotion, People Management, Operations, Team Leadership along with Organizational Effectiveness and technical know-how. He is a Speaker, Coaching, Mentoring on Sales Excellence, Sales Transformation, Market Strategy, Organizational Development.</p> <p>Experience in incubating & growing IT business unit from start-up as well as an off-shoot of large IT organization with P&L responsibility.</p> <p>His Specialties: Business Management, Sales, Marketing, Account Management in IT Product & Service organizations, General Operations. BigData, Analytics, Customer Experience Management, Digital Marketing Evangelist.</p>
7	Mr. SWAARUUP A. GANDEWAR, Founder- Getting to Goal Professionally	<p>Swaaruup Gandewar, is an expert in Digital Marketing and skilled Business consultant. Since Lockdown began, he has impacted lives of more than 16000 globally across 13 countries via. 325 webinars. He is popularly referred to as Mr. Webinar due to this remarkable feat.</p> <p>Swaaruup Gandewar has a Post Graduate Certification in Digital Marketing & Communication.</p> <p>He also has certification from MICA and Facebook. His sphere of</p>

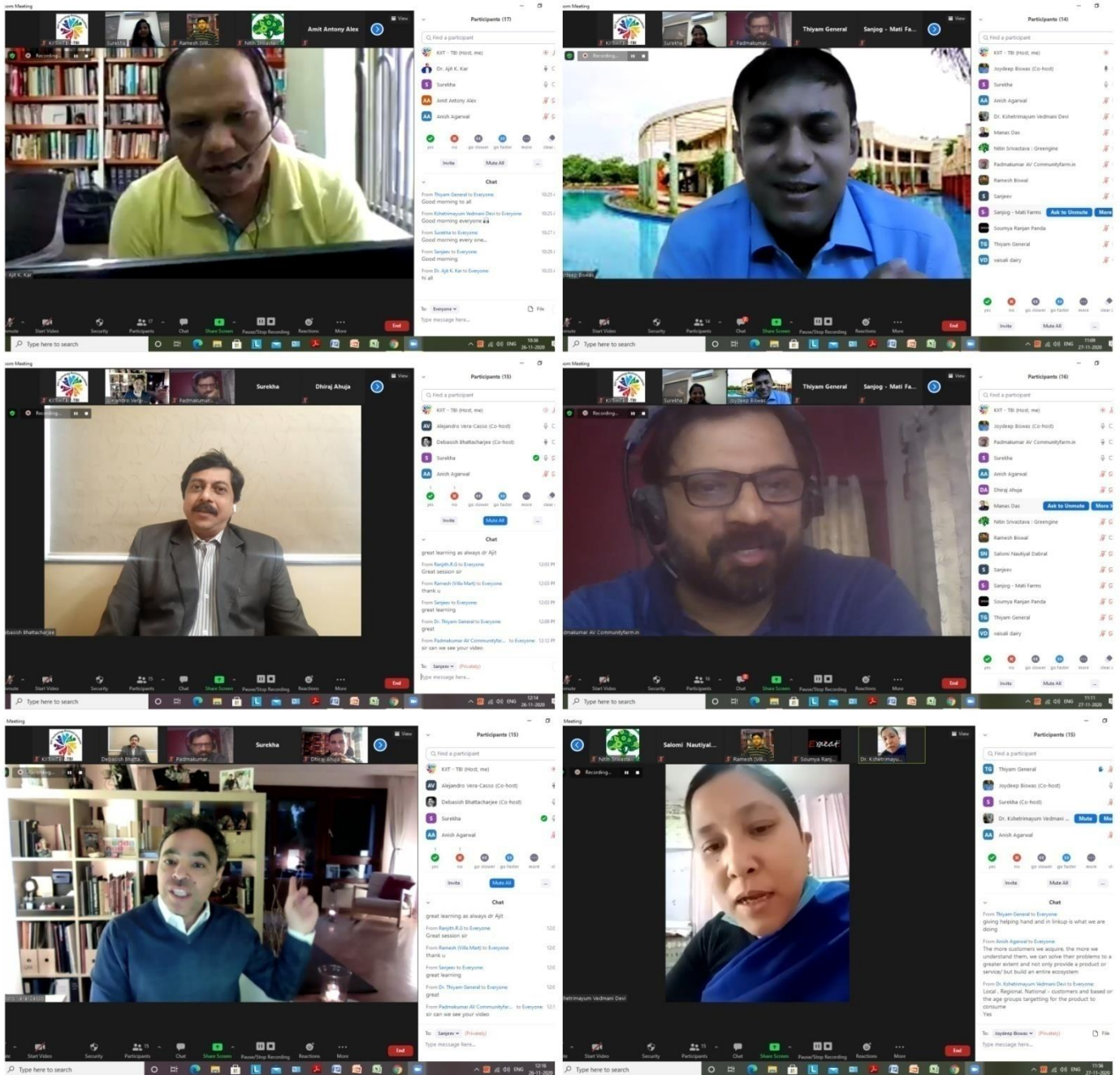
		expertise include: SEO, SEM, Social Media and Content Marketing, Branding, and Marketing Analytics.
8	Ms. Surekha Routray, Head- Social Incubation & CSR, KIIT-TBI	Head Social Incubation and CSR, KIIT TBI. She comes with 11 years of corporate exposure and 5 years of academic exposure. She has completed MS in Strategic Risk, from ICFAI University. She is a Certified Risk and Insurance Manager (CRIM) from ICFAI. and a lifetime Fellow in the Insurance Institute of India in Life Insurance. She is also a certified Sustainability assessor and has done her MBA from Utkal University
9	Mr. Aditya Save, Co-Founder & COO Armsprime	Aditya Save is a marketing, branding and communications expert with hands-on brand building experience with over two decades of experience in India and other developing markets. As a business consultant, mentor and angel investor, he helps young companies grow their business and discover value. Aditya has domain expertise across Marketing, Media, Growth Hacking, Digital & Design thinking. He has worked on distribution expansion, New product development, Go-To-Market strategies as well as building and expanding footprints for various FMCG brands in Foods, Healthcare and Personal care categories. Aditya has won the WARC prize for Asian Strategy and holds a rare double as winner of both the Grand Effie and the Grand Emvie. He has completed his Google certification for Marketers in 2013. He is an advisor to the Internet & Mobile Association of India (IAMAI), was a member of the inaugural Mobile Marketing Association (MMA) India council & has also served on the Advisory board for DMTI.
10	Mr. Pravash Dash Founder MD & CEO at Arthan Finance	Having an academic background in agri sector along with management from XIMB. He has worked in various eminent position in different banks like Axis bank, RBL bank, Yes bank. He is having a diverse experience in the field of financial management.
11	Amit Choudhary, Head Upaya- finance, legal and compliance	An Indian Chartered Accountant, with a diverse set of experience in Finance, Accounting, Auditing, Taxation, Corporate Laws, RBI & FEMA compliances. Presently associated with Upaya Social Ventures and helping accelerate early-stage startups in India.
12	CA Manoj Kumar Biswal, Head (F & A) at Rawmet Resources Pvt. Ltd., Odisha Division	Nearly 12 + years' career inclusive of nearly 3 years in Articleship. He is fully experienced in conceptualizing & implementing financial procedures; actively involved in the maintenance & finalization of accounts, working capital management, and profit monitoring and building internal financial controls. Excellent understanding in formulating budgets and implementing systems /procedures, conducting ageing analysis, preparing key reports to exercise financial control and enhancing overall efficiency of the organization. Possess strong planning & relationship management skills with vital contribution in running of the company. He is having expertise in: - Financial Planning - Accounting Functions - Receivable &

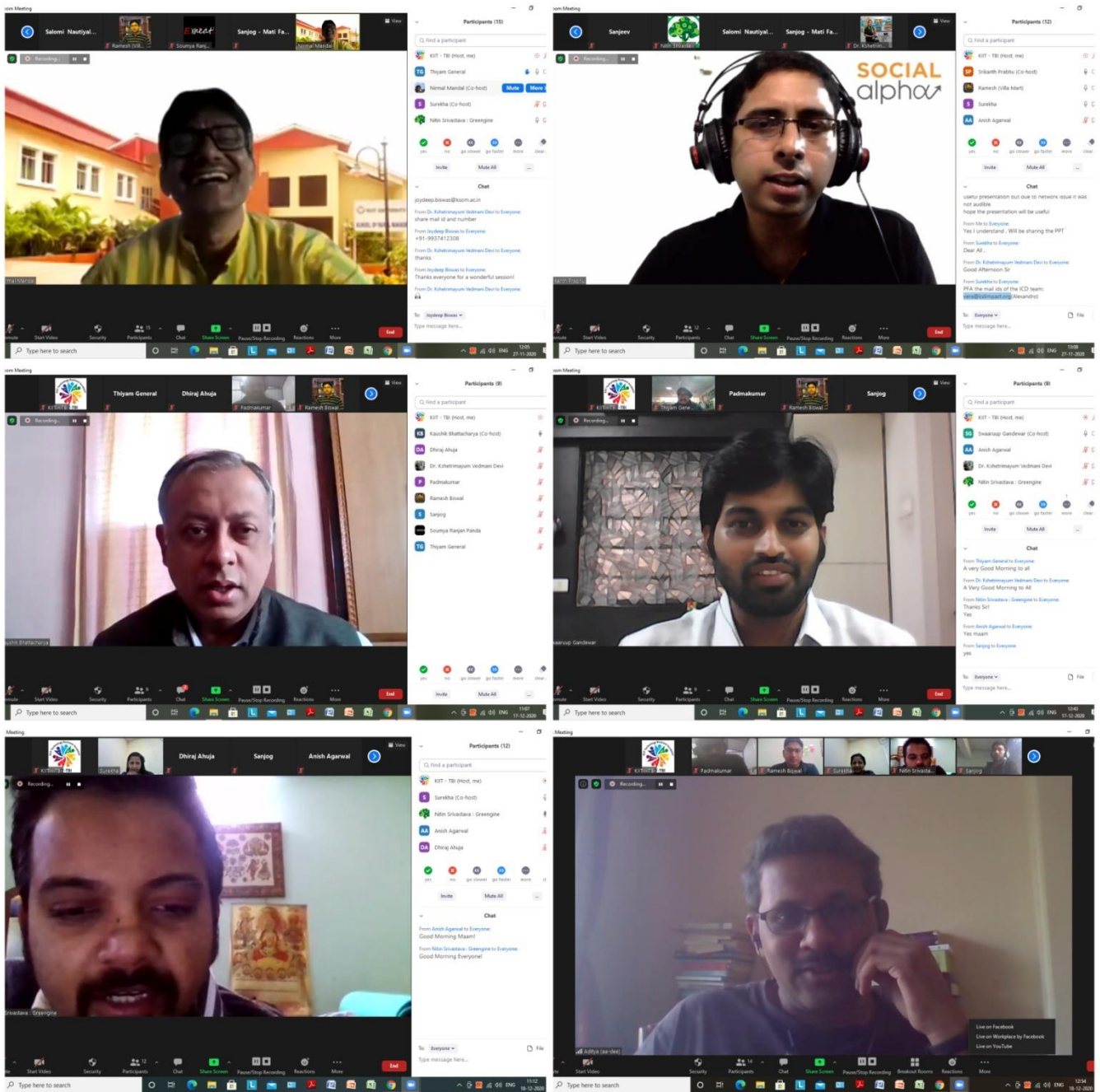
		<p>Payable Management</p> <ul style="list-style-type: none"> - Fund Management/Budgeting - Auditing - MIS Reporting - Variance Analysis - Taxation - Statutory Compliance - Process Planning and Implementation - Secretarial Functions - Equity Research / Business Valuation - Internal Control - Liaising / Coordination - Team Management
13	Pradhuman Kheechi, Principal Associate, Lexstart Consultancy Private Limited	<p>Mr. Pradhuman is a lawyer with over 8 years of experience. Pradhuman specializes in (a) venture capital and private equity investments; (b) mergers & acquisitions and joint ventures transactions; and (c) general corporate assignments. He has represented: (a) funds (both domestic and foreign); (b) target/ investee entities; and (c) promoters/ founders and facilitated various acquisition/ investment transactions in India.</p> <p>He has extensive experience in: (a) conducting legal due diligence of target/ investee entities; (b) drafting, reviewing and negotiating investment agreements to facilitate the purchase/ subscription of securities of the target/ investee entities, and other transaction documents; and (c) assisting clients with closing related processes. In addition to the transactional experience, he actively engages in general corporate and commercial advisory related work.</p> <p>Pradhuman has joined Lexstart Partners from AZB & Partners, where he was a part of the mergers & acquisition and joint ventures team, and assisted foreign funds and companies in making investments in domestic target/ investee entities. Previously, he has worked with K Law (Krishnamurthy & Co.), where he was a part of the private equity and venture capital investments team and has assisted funds (both domestic and foreign) in making investments in target/ investee entities.</p>
14	Parneet Soni, Senior Manager ,Investment & Portfolio ,Upaya Social Ventures	<p>Senior Investment and Portfolio Manager, Upaya Social Ventures Part of the Strategy & Planning Team for Uber Eats, India SA Portfolio Manager at FISE (Foundation for Innovation and Social Entrepreneurship), more popularly known as Social Alpha, a Tata Trust Initiative Erstwhile Consultant at KPMG in the Infrastructure and Government Services, specialising in the Education vertical. Worked with National Skill Development Corporation and Ministry of Skill Development and Entrepreneurship on #SkillIndia initiatives</p> <p>Batch of 2015, XLRI Jamshdepur with majors in Finance and Marketing and a former member of the Placement Committee.</p> <p>Top of the class in Diploma (Industrial Electronics) and 3rd topper in Undergraduate studies, majoring in Electronics.</p> <p>Business Analyst in Deloitte Consulting, recognized for contributions</p>

		to the workplace. Delivered trainings, published white papers on area of expertise and actively involved in client pursuits
15	Anisha Patnaik, Founder - LexStart Consultancy Private Limited	Anisha runs LexStart, a group of entities that focus on providing legal and compliance support to the early stage ecosystem. Anisha has over 16 years of experience in corporate commercial laws with extensive experience in M&As, Joint Ventures and has been focusing on the start up ecosystem for the last 9 years. Anisha regularly advises entrepreneurs, startups, investors, incubators and accelerators on matters relating to structuring entities, co-founders and shareholders agreements, investment transactions (right from term sheet to due diligence to documentation to closing) structuring stock incentives, etc. Anisha has been a Partner at a law firm, General Counsel at a development sector venture capital fund and founding team of a start up accelerator before co-founding LexStart. Anisha's vast experience as a lawyer and as an entrepreneur helps her assist entrepreneurs and startups to navigate through the legal and compliance maze!
16	Sukriti Saroj, Investments and Portfolio at Social Alpha	<p>Sukriti is working at Social Alpha which is a lab-to-market enablement engine that integrates innovation, incubation, and investment ecosystem.</p> <p>Prior to this, Sukriti worked with Lead Angels as a Regional Head and has led numerous successful investments across sectors in the Indian startup ecosystem. She holds 6+ years in the financial sector across several roles including stints at IBM India and Religare in their Investment Banking business.</p> <p>Sukriti is an alumnus of the University of Delhi, with an MBA in Finance and Analytics and B-Tech in Electronics and Communication.</p> <p>She has strong inroads in entrepreneur and investor circles. She wants to work and partner with disrupting companies and resilient entrepreneurs in shaping the future of India.</p>
17	Siddharth Ranjan, Director – Aak Siddhi Corporate Care Pvt.Ltd and Consultant in NLF Consultancy Pvt. Ltd.	<p>Mr. Siddharth currently working as Director-Aak Siddhi Corporate Care Pvt. Ltd has a wide and diverse experience in industries. From April 2016 to till date ,he has been working in NLF Consultancy Services Pvt Limited as Consultant.</p> <p>He has also worked from April 2014 to Dec' 2015 in Kalinga Hospital Limited as Chief Financial Officer</p> <p>His experience lies working in organizations like TATWA TECHNOLOGIES LIMITED,Milk Mantra Dairy Private Limited and Indusind Bank Limited, New Delhi,</p>
18	Dr. B B Singh, Director (Sales & Marketing), Indorama Kokand Fertilizers, Uzbekistan.	Post Graduate in Agronomy from Allahabad University. Began his career with Central Govt and joined National Dairy Development Board (NDDB), Anand in 1981. Joined Private Corporate company M/s Indo Gulf Fertilizers in 1987 in Sales and Marketing. Moved to Tata Chemicals in 1995 and worked in Sales & Marketing, Supply chain, New Business Development & Corporate Affairs. Worked closely with failed projects of Tata Chemicals like Biofuels, Khet- Se

		<p>(Vegetable marketing), Customized Fertilizers, Smart Krishi etc. Moved to Indorama India, a new company of Indorama Group, post acquisition of fertilizer business of Tata Chemicals in June 2018 as Vice President (Supply Chain Management & Corporate Affairs).</p> <p>Superannuated on 31st Jan 2020 after 39 years of service. All along worked very closely with farmers.</p> <p>Tata Kisan Sansar, Customized Fertilizers, Producer Company for vegetable growers, Mechanization of Small farms and Skill Development- concept of Farm Technician are some of major area of interest & accomplishments.</p>
19	Mr. Nilesh Lele, President at Chamber for Advancement of Small & Medium Businesses	<p>Mr. Nilesh Lele, Nilesh Lele has varied experience in the field of Engineering, Finance, Strategy and Marketing. He is a serial entrepreneur with a successful track record of starting and managing businesses.</p> <p>Nilesh holds a Bachelors in Chemical Engineering from India's premier Engineering school, UDCT (now called ICT) Matunga, Mumbai and an MBA from University of Oklahoma, USA.</p> <p>Prior to becoming an entrepreneur, Nilesh has worked with various MNC companies in India and USA and was a Vice President in Barclays Capital. Nilesh is a CFA (USA) and FRM Charter holder and has extensive experience in field of investment banking, having worked for Barclays Capital and Deutsche Bank in USA and India. Nilesh is a Mentor with Startup India, and on the Mentorship board of 4 incubation centres across India and is associated directly or indirectly with 50+ startups across industries</p>

SCREENSHOTS





Zoom meeting interface showing a grid of participants and a list of names on the right.

Participants in Grid:

- Padmakumar
- Aditya (aa-dee)
- Ramesh Biswal
- Thiyam General
- Nitin Srivastava : Greengine
- Soumya Ranjan Panda
- Sanjog
- Dhiraj Ahuja-Skillsconnect
- Surekha
- Dr. Kshetrimayum Vedmani Devi
- Manas Das

Participants List (Right):

- KIIT - TBI (Host, me)
- Aditya (aa-dee) (Co-host)
- Surekha (Co-host)
- Sanjog
- Dhiraj Ahuja-Skillsconnect
- Dr. Kshetrimayum Vedmani Devi
- Manas Das
- Nitin Srivastava : Greengine
- Padmakumar
- Ramesh Biswal
- Soumya Ranjan Panda
- Thiyam General

Bottom Bar:

- yes
- no
- go slower
- go faster
- more
- clear all

Zoom meeting interface showing a grid of participants and a chat window at the bottom.

Participants in Grid:

- Padmakumar AV Co...
- Dr. Ajit K. Kar
- Ramesh (Villa Mart)
- Sanjeev
- Manas Das
- soumya ranjan
- Aanchal Garg
- Sanjog
- Dr. Thiyam Gen...
- Kshetrimayum Vedm...
- Nitin Srivastava : Gre...
- Surekha
- Anish Agarwal
- Midhun K.
- vaisali dairy
- Salomi Nautiyal...
- Anudhyan (Barif...
- Priyanka Bhatia
- Ranjith.R.G
- Dhiraj Ahuja

Chat Window (Bottom):

From Kshetrimayum Vedmani Devi to Everyone

As I think one blink is similar to 30 seconds at the

www.ajitkar.in

Zoom Meeting

You are viewing Srikanth Prabhu's screen

View Options

Participants (16)

Q Find a participant

KIIT - TBI (Host, me)

SP Srikanth Prabhu (Co-host)

AA Anish Agarwal

DA Dhiraj Ahuja

Dr. Kshetrimayum Vedmani Devi

yes no go slower go faster more clear all

Invite Mute All

Chat

From Dr. Kshetrimayum Vedmani Devi to Everyone: Good Afternoon Sir 01:03 PM

From Surekha to Everyone: PFA the mail ids of the ICD team: vera@icdimpact.org(Alexandro) Debasish Bhattacharya(debasish@icdimpact.org) 01:08 PM

From Anish Agarwal to Everyone: Yes 01:16 PM

From Salomi Nautiyal Dabral to Everyone: Yes 01:16 PM

From Nitin Srivastava : Greengine to Everyone: yes 01:23 PM

To: Everyone

Type message here...

OKR Basics

- **Formula to set OKR:** I will <objective> as measured by <key results>
- **Objective characteristics:** aspirational, memorable, qualitative and aligned to company's vision, goals and culture. Ex: Increase revenue of a business stream
- **Key Results Characteristics:** Quantitative, Measurable, Value Based Results . In the above example, key result could be increase in MRR from \$X to \$Y or increase in average order value from \$A to \$B
- **Ideal cadence of OKRs:** Quarterly (can be annual for company OKRs and shorter for smaller teams)
- **So-What Test:** Good Key Results pass the So-What test. Asking repeated so-what questions help teams to arrive at good OKRs
- **OKR in a Tweet:** OKR is a system that forces you to sit down with your team every quarter and discuss how are you going to measure that you are successful

Audio Start Video Security Participants Chat Share Screen Pause/Stop Recording Reactions More End

Type here to search

You are viewing Swaarup Gandewar's screen

View Options

INVEST IN SOCIAL MEDIA MARKETING



Source : Google

Participants (11)

Live on Facebook

Live on Workplace by Facebook

Live on YouTube

Unmute Start Video Security Participants Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions More End

Zoom Meeting You are viewing Surekha's screen View Options

Recording... Sanjog

Participants (12)

Q Find a participant

- KIIT - TBI (Host, me)
- Surekha (Co-host)
- Dhiraj Ahuja
- Anish Agarwal
- Dr. Kshetrimayum Vedmani Devi

yes no go slower go faster more clear all

Invite Mute All

Chat

n

From Padmakumar to Everyone: no

From Soumya Ranjan Panda to Everyone: yes ma'am

From Dhiraj Ahuja to Everyone: Everyday and monthly

From Dr. Kshetrimayum Vedmani Devi to Everyone: Assessment done for every steps daily, weekly, monthly and annually though the datas are good or bad on hand.

To: Everyone File Type message here...

Unmute Start Video Security Participants Chat Share Screen Pause/Stop Recording Reactions More End

Type here to search

Zoom Meeting You are viewing Aditya (aa-dee)'s screen View Options

Recording... Surekha

Participants (14)

Scope of Segmentation


3. CONSUMER NEEDS AND MOTIVATION
4. CONSUMER AS A PERCEIVER AND LEARNER
5. INFLUENCE OF PERSONALITY AND ATTITUDES ON BUYING BEHAVIOUR
6. CONSUMER PSYCHOGRAPHICS
7. INFLUENCE OF GROUP DYNAMICS AND CONSUMER REFERENCE GROUPS
8. INFLUENCE OF SOCIAL AND ECONOMIC CLASSES
9. INFLUENCE OF FAMILY IN DECISION MAKING
10. DIFFUSION OF INNOVATIONS
11. CULTURAL ASPECTS OF INDIAN CONSUMER MARKETS
12. ORGANISATIONAL BUYING BEHAVIOUR
13. ROLE OF CONSUMER BEHAVIOUR IN ADVERTISEMENT
14. CONSUMER INVOLVEMENT AND DECISION MAKING
15. INFORMATION SEARCH AND PROCESSING
16. ALTERNATIVE EVALUATION
17. PURCHASE AND ITS RESULTS
18. CONSUMER PROTECTION IN INDIA
19. MARKET SEGMENTATION
20. E: COMMERCE AND CONSUMER BEHAVIOUR

AGILIO LABS

Unmute Start Video Security Participants Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions More End

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Recording... You are viewing Anil Choudhary (Upaya Social V...)'s screen View Options



MSME

- An entity is MSME, if it has a revenue and Investment in Plant & Machinery up to INR 250 Cr and INR 50 Cr respectively.
- Based on the investment and revenue, MSME's are further classified as follows: -

Micro

- Investment in P&M < INR 1 Cr
- Revenue < INR 5 Cr

Small

- Investment in P&M < INR 10 Cr
- Revenue < INR 50 Cr

Medium

- Investment in P&M < INR 50 Cr
- Revenue < INR 250 Cr

- Investment in P&M/E does excludes the investment in pollution control equipment and research equipment.
- Revenue excludes Export Revenue.

Unmute Start Video Security Participants 8 Chat Share Screen Pause/Stop Recording Breakout Rooms More End

UserSense x | Unmute Start Video Security Participants 9 New Share Pause Share Annotate Remote Control More



Surekha



KIIT - TBI



Padmakumar



Ramesh Biswal



Dhiraj Ahuja



Sanjog

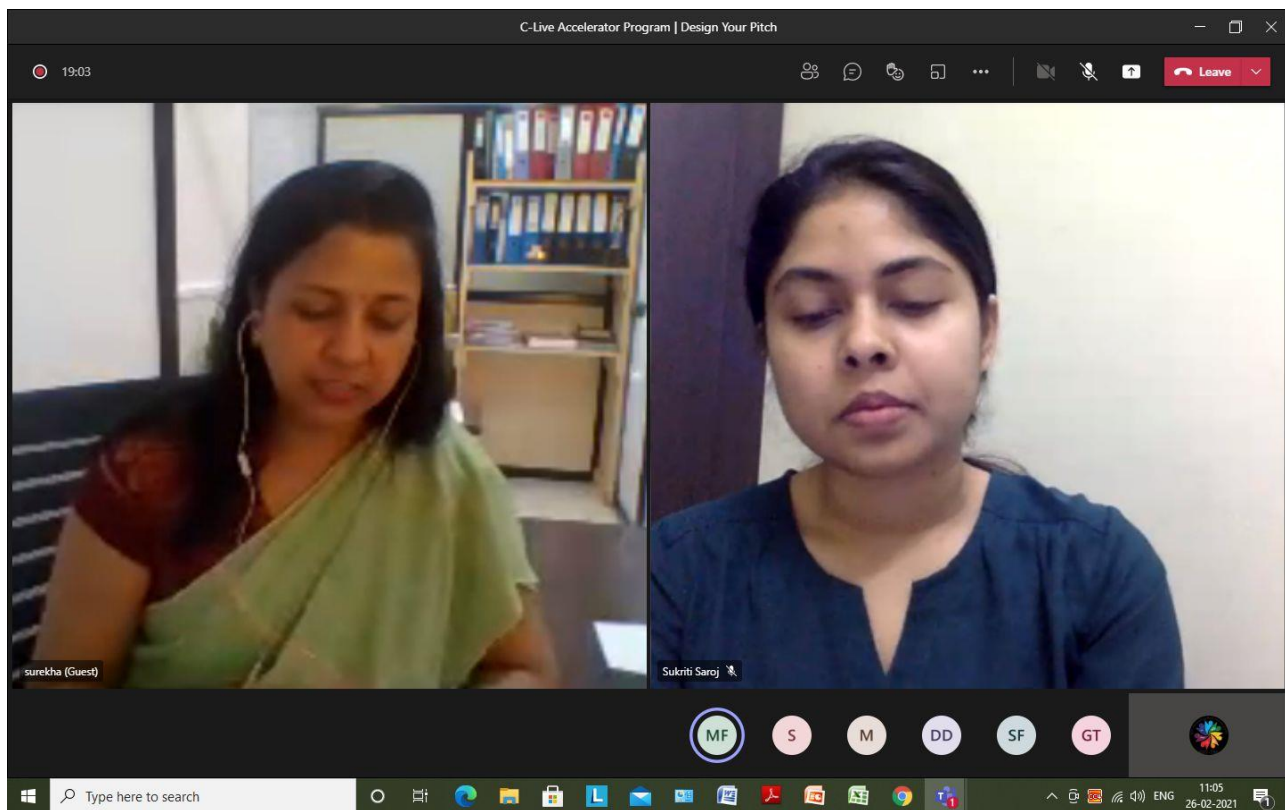


Nitin Srivastava: Greengine

Anish Agarwal

General Thiyam

Type here to search 11:03 18-12-2020



Recording... You are viewing Ajinkya Dhariya's screen View Options

Introducing, our breakthrough innovation, the PADCARE. The world's first ever smokless, odourless sanitary waste management system.

Capacity of treating 1500 pads/day

Patent Pending 5D technology

Reusable output

Tested and certified as per government norms

Hassle-Free operations

padcare

Birendra Bahadur Singh

KIIT - TBI

Ajinkya Dhariya

Nilesh Lele

Surekha

Unmute Start Video Security Participants 7 Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions More End

Zoom Meeting You are viewing Sanjog - Mati Farms' screen View Options

māti farms
Healthy | Local | Seasonal

Birendra Bahadur Singh

Sanjog - Mati Farms

NIIT Technology Business Incubator
KIIT-TBI

Nilesh Lele

Surekha

Unmute Start Video Security Participants 7 Chat Share Screen Pause/Stop Recording Breakout Rooms Reactions More End

Type here to search

12:20 01-03-2021

