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Eight startups picked for IIMB Non-Profit Incubator

This is a testimony to how the non-profit sector in India is now attracting entrepreneurs looking to find innovative solutions for some of India's most challenging problems.

By Sreeradha D Basu, ET Bureau | Aug 21, 2017, 11:22 PM IST

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The objective of the programme is to understand the processes by which scalable NGOs can be incubated.

MUMBAI: The NS Raghavan Centre for Entrepreneurial Learning (NSRCEL) at the Indian Institute of Management (IIM) Bangalore has selected eight early-stage non-profits for an 18-month incubation programme.

This is part of India's first-ever, non-profit startup incubator supported by the Michael and Susan Dell Foundation. The selected organisations are tackling some of the toughest challenges in education and skills among poor communities around the


country, whether it is to motivate parents to better engage with government schools or to train Industrial Training Institute (ITI) graduates in soft skills and improving their job readiness. Selected entrepreneurs include graduates of leading institutions such as the Indian Institutes of Technologies (IITs), IIMs and Harvard Business School.

This is a testimony to how the non-profit sector in India is now attracting entrepreneurs looking to find innovative solutions for some of India's most challenging problems.

Among the selected ventures is I-Saksham, helmed by Shravan Jha, Ravi Dhanuka and Aditya Tyagi, which aims to enhance learning outcomes by training community youth in the age group of 18-30 years as educators. Ashwini Krishnaprasad's Superheros Inc. looks at equipping students in ITIs to achieve a better standard of living. Anthill Creations by IIT Kharagpur alumni Pooja Rai and Nancy Charaya aims to build sustainable playscapes for children by using recyclable materials.


Bridges of Sports, founded by Nitish M Chiniwar, provides children from economically and socially backward communities a platform to engage with, excel in and have a career in sports Others selected include education technology startup Meraki, founded by Ghazal S Gulati and Seemant Dadwal; Akanksha Agarwal's Tarkeybein Education Foundation that enables reading skills in early grade learners; Gloria Benny's Guardians of Dreams that is working toward building an anchor institution to define and consolidate the childcare sector; and Mantra4Change by Santosh More and Khusboo that aims to make quality education available to all kids

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organisations were selected for a three-month launch pad programme. This phase concluded with a pitch event before a jury of industry leaders. The 18-month incubation programme that the non-profits go through will see them provided with wraparound services including mentoring support, consulting services and training to enable them to become high-performing organisations.

The founders will also receive fellowship support of `18 lakh. "The opportunity for supporting early stage non-profits in India is boundless, as there is outstanding talent that can deliver considerable social impact given the necessary support," said Debasish Mitter, country director, India, at the Michael and Susan Dell Foundation.

"Ever since IIMB launched their non-profit incubator, we have seen a wave of interest from funders and implementing organisations to replicate this approach."

The objective of the programme is to understand the processes by which scalable NGOs can be incubated, said Suresh Bhagavatula, chairperson, entrepreneurial ecosystem development, NSRCEL. "Scalability is hard for for-profit startups and it extremely hard for NGOs," he said. "Our intention is to motivate nascent nonprofit startups to build scalability DNA into their organisational culture."

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Online food platforms to redesign schemes to check deep discounts: NRAI

Discounting works well in the retail space, because brands can limit supply or at least make it look like supply is limited, and therefore create a sense of urgency in the eyes of the consumer, the statement said

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"Unlike retail, where end of season sale is to clear leftovers, a restaurant doesn't serve leftovers at a discounted price. It's all prepared fresh and made to order," NRAI said.

NEW DELHI: The National Restaurant Association of India (NRAI) on Tuesday said food aggregators have agreed to redesign their schemes to rein in deep discounts offered to customers and asserted that discount is a privilege not a right.

The NRAI stressed on the need to "detox" the restaurant-customer ecosystem from the addiction of deep discounts that has crippled the industry.

The association, which represents leading restaurant chains, independent eateries, bars and diners, was in talks with online food

delivery platforms like Zomato and Swiggy for the past two days to resolve the confrontation over discounting schemes, dine-in programmes and table reservation schemes.

Launching a logging out campaign in protest against dine-in schemes, around 1,200 restaurants in major cities had reportedly delisted from the dine-in programmes of food aggregators, saying that deep discounting offered by the platforms was unsustainable and was hurting their business.

"Over the past two days, NRAI held extensive meetings with all restaurant aggregators and we were bemused to learn that the aggregators were promoting deep-discounts to stay competitive amongst each other," the association said in a statement.

What hurts the most is that these deep-discounts are funded by the restaurant industry and not the aggregators, it added.

"Moreover, as opposed to general perception, restaurants do not get any share of the proceeds that aggregators generate from guests as subscription fees," the statement said.

NRAI and aggregators were in agreement that technology is the backbone to enable restaurant discovery and a friction-less experience to the guests. However, guests should not be lured by devaluing the core product at a restaurant, it added.

"Therefore it was decided, that all aggregators will rejig their features which will allow the restaurant-customer ecosystem to detox from addiction of deep-discounts that has crippled the industry," the statement said.

The idea of scoring a discount should make guests feel special and not give them a sense of beating the system. Discount is a privilege and not a right, it added.

Discounting works well in the retail space, because brands can limit supply or at least make it look like supply is limited, and therefore create a sense of urgency in the eyes of the consumer, the statement said.

"Unlike retail, where end of season sale is to clear leftovers, a restaurant doesn't serve leftovers at a discounted price. It's all prepared fresh and made to order," NRAI said,

highlighting the difference between the two sectors

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said: "When we hear back from all the aggregators on the changes/tweaks they will do, we will review if the objective of curbing deep discounting has been achieved."

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IIT Delhi incubated startup Sanfe launches reusable sanitary pads

With the increasing amount of plastic waste created by the sanitary pads, Sanfe has developed reusable pads.

ET Online | Aug 20, 2019, 04.18 PM IST

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NEW DELHI: [Sanfe](#), IIT Delhi-incubated startup for designing and developing products for improving female health and hygiene, has forayed into the sanitary napkins segment with the launch of [reusable sanitary pads](#), made with composite banana fiber, which can last upto two years (around 120 washes).

With these reusable sanitary pads, Sanfe is trying to address the problem of disposable pad waste burdening the Earth.

Sanfe Reusable Pad is developed by Archit Agarwal and Harry Sehrawat, based on inputs from several [IIT Delhi](#) professors. The

reusable pads are ultra-thin and are highly absorbent with Quadrant True Lock Technology which makes the pad leakproof and avoids creating any rashes. A patent has also been filed for the design. A pack of two pads is priced at Rs. 199.

These reusable sanitary pads can be used upto 120 times after washing them in cold

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Polyester Filing. This fabric is wicking and doesn't absorb the fluid, giving a dry experience throughout the day time.

Terry and Banana Fibers including viscose and Polyester Fibers: This part is highly absorbent, soaking and absorbing all the fluids making napkins absorbent.

Cotton Polyurethane Laminate: This is a breathable layer with water resistant properties giving leak-proof experience.

With these reusable sanitary pads, Sanfe is trying to address the problem of disposable pad waste burdening the Earth. According to Menstrual Hygiene Alliance of India (MHA) there are almost 336 million menstruating women in India, of which 36% use disposable sanitary pads summing up to 121 million.

India has approximately 12.3 billion disposable sanitary napkins to be taken care of every year, and a majority of these are non-biodegradable. Most of these sanitary napkins are made of synthetic materials and plastic, which can take more than 50-60 years to decompose. This amount of waste is usually dumped in landfills, thrown in open spaces and water bodies, burnt, buried (shallow burial) or flushed down toilets. These disposal techniques create a hazard for the environment. For instance, burning releases carcinogenic fumes in the form of dioxins creating an air pollution hazard, putting this waste in landfills only adds to the burden of waste, and so on.

In a statement, Archit Aggarwal said, "Due to the taboo around it, women hygiene has been neglected in thought and talk. With our innovations in women hygiene, we want to empower women and make their life simpler. Even for women welfare, Government and NGOs regularly distribute subsidized disposable sanitary napkins in rural and semi urban areas which is a huge cost and harm to environment accounting only for a short term solution.

Srinivasan Venkataraman, Assistant Professor in the Department of Design at IIT Delhi said in a statement, "This startup has carved a niche in the domain of women healthcare and hygiene with the launch of another useful product. All the products of Sanfe cater to the important needs of women, use simple science and are sold at affordable prices in the market."

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The company has a wide array of products ranging from antibiotic-residue free chicken, tender mutton, 150 varieties of fresh chemical free fish and ready-to-cook products.

By [Madhvi Sally](#), ET Bureau | Aug 20, 2019, 03:55 PM IST

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The company has cracked coastal markets like Kochi and Chennai with their quality products and USP of 100% fresh and zero chemicals.

NEW DELHI: Fresh fish and meat delivery e-commerce company, [FreshToHome](#) has raised \$ 11 million in their Series A funding led by CE Venture to enable them to expand to UAE, Mumbai and Pune market.

The four year old company is already present in Bengaluru, Delhi, Chennai and Kochi. On going global by venturing into UAE, [Shan Kadavil](#) founder & CEO, of FreshToHome says, "Quality and variety are two factors synonymous to FreshToHome, which will appeal to consumer in UAE. The country is a melting pot of cultures and a

large majority of the fish and meat is imported, so launching there was a straightforward decision for us to take when we decided to go global, since we have our own sourcing strengths".

As for expanding to newer locations within the country, Shan says that they have cracked coastal markets like Kochi and Chennai with their quality products and USP of 100% fresh and zero chemicals.

Shan says, "We see a gradual shift in consumer behavior in the country when it comes to food and eating habits. Increasingly, we see people around us switching to healthier options and want to know more about the food they are consuming, where it's sourced from, how it's being processed etc. and what better market to venture into than Mumbai & Pune from where we see these trends emerging from".

Founded in 2015 by Shan Kadavil and [Mathew Joseph](#), the company has a wide array of products ranging from antibiotic-residue free chicken, tender mutton, 150 varieties of fresh chemical free fish and ready-to-cook products.

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