



Atal Incubation Centre
ALEAP
we
hub

ALEAP PURSUIT

NEWSLETTER
APRIL TO JUNE 2023



ENERGISING
ENTREPRENEURS
TO **BLOSSOM**

PRESIDENT'S MESSAGE

Dear Members,

"My biggest motivation? Just to keep challenging myself. Every day I'm learning something new."

-Richard Branson



There are clear indications of a global economic recovery reflected in positive entrepreneurial sentiments on finding new opportunities and starting a business post covid pandemic.

Pandemic-induced restrictions and improving digital infrastructure have accelerated and increased the prevalence of digital technology adoption in our country. However new entrepreneurs are seen to embrace digital technologies more than established business owners. In particular, the rise of social awareness among certain entrepreneurs has led to many attempts to use the principles of entrepreneurship to create a more just and sustainable world. I encourage entrepreneurship that can attempt to both make a profit and solve societal problems.

Globalization importantly shapes economic growth in developing countries today. It also gives organizations the opportunity to take advantage of lower labor costs in developing countries, while leveraging the technical expertise and experience of more developed economies. Globalization has paved the way for new markets, enhanced trade and investment, foster cross-border technology and knowledge transfers.

This approach to competition is gained via diversification of resources, the creation and development of new investment opportunities by opening up additional markets and accessing new raw materials and resources.



The G20 Summit, which is scheduled to be held in New Delhi on 9th and 10th September, 2023, will be attended by several world leaders, who are a part of the grouping. This year will be the 18th G20 Summit and India's first in terms of presidency. It may lead to many initiatives and opportunities for Startups.

ALEAP India has been sanctioned with the first-of-its-kind, marketing hub, WE ITTC (Women entrepreneurs international trade and technology centre). WE ITTC promotes trade and technology among women entrepreneurs from India, SAARC and Asean countries. I hope this initiative of ALEAP India paves way to accelerate the growth of women entrepreneurs by understanding their dreams, aspirations and challenges and facilitating them to achieve economic empowerment in trade, manufacturing and technology domains.

Thus, with a lot of programmes, ALEAP India provides a platform for various initiatives and achieving Sustainable Development Goals. The collaborations between state and central governments propel the needed handholding support for startups and women to flourish and embark on a journey of accomplishment.

We wish all the startups and entrepreneurs to take advantage of various initiatives of ALEAP India to continue to foster the nation's growth by being part of the innovative ecosystem.

Best Wishes

Rama Devi Kanneganti
President, ALEAP India

LAYING FOUNDATION FOR WE ITTC

ALEAP Inida has been sanctioned with the first-of-its-kind Marketing Hub WE ITTC – Women Entrepreneurs International Trade and Technology Centre at A-GRIP, Nandigama, Patancheru Mandal, Sangareddy District under MSE CDP Scheme with the support from Ministry of MSME, GoI and the Government of Telangana. Under the Chairmanship of Smt. Sheela Bhide, IAS (Retd.), WE ITTC promotes trade and technology among women entrepreneurs from India, SAARC & ASEAN countries.

Sri K. T. Rama Rao, Hon'ble Minister of Municipal Administration & Urban Development, Industries, Commerce, Information technology & Communications Government of Telangana, was the Chief Guest for the occasion of Laying of the foundation stone of the Marketing Hub WE ITTC on 28.04.2023.



START-UP 20X HYDERABAD SABHA BY AIC ALEAP WEHUB AND AIC CCMB



AIC ALEAP WEHUB in collaboration with AIC CCMB organized Hyderabad Sabha as part of a discussion on Start-up 20 Policy Communique. Conducted under the aegis of G20 India, the response to the call for participation was overwhelming with delegates representing bankers, government departments, start-ups and media.

The session was attended by Dr. Chintan Vaishnav, Mission Director, AIM, NITI AAYOG, Govt. of India. Smt. K. Rama Devi - CEO AIC ALEAP WEHUB, President ALEAP India, Dr. Madhusudhan - CEO, AIC CCMB; Mr. Ramjee Pallela, COO, CCMB; Ms. Manju Sharma, GM, SBI Bank; Mr. Prasad, AGM, SIDBI; Ms. Manasi Kumar, TIE; Mr. Vamsidhar, HDFC; Mr. Ganeshan, Palle Srujana; and Dr. Sushmita, Director, RICH alongside over 45 participants including other members of ALEAP, start-up entrepreneurs and members from the media.



Did You Know?

Sunflower Seeds: Sunflowers are well-known for their seeds, which are packed with nutrition and have a wide range of culinary uses. What's interesting is that sunflower seeds are not true seeds but a type of fruit called an achene. Each sunflower can produce hundreds or even thousands of seeds.

GREEN SKILLS APPRAISAL MISSION FOR START-UPS WITH SOCIAL IMPACT



ALEAP India and AIC WEHUB hosted Zusammenarbeit (GIZ) GmbH at ALEAP Industrial Estate to gain deeper understanding of green skills development in India. The mission was to gain in-depth understanding for challenges and opportunities in the context of green skills development in India and to identify synergies and to explore the potential for collaboration with all relevant stakeholders and cooperation in the field of skill development, which shall focus on the development of green skills and respective sectors supporting a gender-sensitive development of a skilled labour force for a greener economy in the country.

The GIZ team from Germany including Dr. Rodney Reverie, Ms. Katharina Theissen, Mr. Andreas Meyn and Ms. Mina Johanna Koenig, were audience to the start-ups' presentations along with their Indian counterparts Mr. K.V.L. Narasimham and Ms. Priyanka Kohli. Meanwhile Smt. K. Rama Devi, CEO AIC ALEAP WEHUB, President ALEAP India, along with other committee members of ALEAP also attended the event hosting the GIZ team and encouraging all the start-ups empowered by ALEAP.



AWARENESS WORKSHOPS TO INSPIRE POTENTIAL ENTREPRENEURS

AIC ALEAP WEHUB has conducted awareness workshops under the MeitY G20 Digital Alliance (DIA) initiative in colleges across Hyderabad, Warangal, Vijayawada and more. Thousands of students participated and were inspired to explore entrepreneurship as their career path after their education.



Did You Know?

Flower Head Composition: What appears to be a single large flower on a sunflower is actually a cluster of tiny flowers called florets. The centre of the sunflower is made up of disc florets, while the outer part consists of ray florets that resemble petals.



Industrial and Incubation visit
by students of
Malla Reddy College for Women

ALEAP India signs an
MoU with Mallareddy
Engineering College for Women



Students from Mallareddy
Engineering College & Management
Sciences explore ALEAP India
estates in Pragathi Nagar for an
insightful industrial visit!

CORPORATE PARTNERSHIPS

THE PARTNERSHIP BETWEEN ALEAP INDIA AND WORLD TRADE CENTRE IS MEANT:

- a) To help organise exhibitions, seminars and lectures on development of international trade.
- b) To develop international trade among MSMEs in India through training, market linkages and trade service expertise.
- c) To regularly meet and discuss progress and implementation of this MoU.
- d) To facilitate trade cooperation as agreed upon.
- e) To exchange trade enquires and business proposals for joint ventures.
- f) To exchange trade delegations.
- g) To exchange information and assist each other in the organisational participation in international fairs, exhibitions and trade promotion events.

ALEAP India Inks MoU with World Trade Centre for trade promotion.

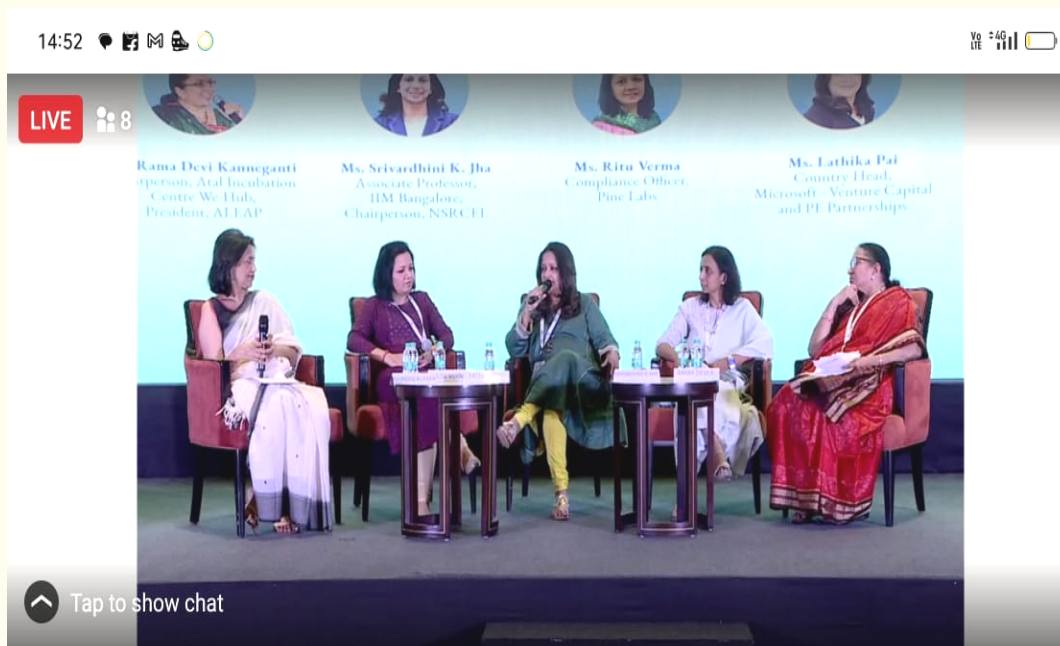
On 25th March, 2023, ALEAP India signs an MoU with World Trade Centre (WTC) Shamshabad / Visakhapatnam. WTC is a non-profit organization dedicated to empowering micro, small, medium-sized enterprises (MSMEs) by connecting them with over 300 WTCs across over 100 countries, through the network of their association. A gateway for international trade and promotion of services, the WTC facilitates partnerships and collaborations, supporting regional and global supply chain connectivity.

ALEAP INDIA COLLABORATES WITH WESTERN SYDNEY UNIVERSITY, AUSTRALIA

ALEAP India team involving Smt. K Rama Devi, CEO; Ms. G. Neelima, CPO; and Mr. T. Venkata Suresh, IM; interacted with the leadership team from Western Sydney University, Australia including Prof. Beborah Sweeney, Ms. Jodi McKay and Ms. Inu Rana. The team discussed on collaboration areas and WEHUB initiatives while interacting with start-ups.

Panel discussion on Tech for Women by RBIH

Smt. K. Rama Devi, President, ALEAP India, was invited for a panel discussion on Tech for Women as part of the RBIH Swanari Programme conducted by Reserve Bank Innovation Hub.



Did You Know?

Multiple Uses: Sunflowers are not just beautiful but they are incredibly versatile plants. Apart from their ornamental value and use in floral arrangements, sunflowers have practical applications as well. They are cultivated for their oil, which is used in cooking, skincare products and biofuel production. Sunflower seeds are popular snacks and are also used in bird feeders.



SISFS Team visits
AIC ALEAP WEHUB for evaluation
of SISFS Scheme and to interact
with SISFS startups



Disbursement of
HDFC Parivarthan Startup
Grant to start-ups



Participation in "Millet Conclave"
on the eve of "International Year of Millets"
conducted by NABARD Telangana

16th May, 2023 witnessed AIC ALEAP WEHUB entering into an MoU with SBI, signed by Smt. K. Rama Devi, President, ALEAP India, and K. Sanjay, AGM SME, AO Cyberabad, SBI. This agreement commits financial facilitation to start-ups.





Smt. K. Rama Devi, President, ALEAP India and Mr. Sachin Mishra, Regional Head, ICICI Bank, sign an MoU to facilitate meaningful support to the start-ups.



Incubation visit by MSME officials

Ms.Kavya Kishan Reddy visits ALEAP and interacts with startups to explore opportunities for rural women



ALEAP signed the non-financial MoU with Department of Mission Shakti, Government of Odisha to promote sustainable women entrepreneurship by establishing Industrial Parks.



Did You Know?

Sunflower Colours: While sunflowers are commonly associated with their bright yellow petals, they can come in a range of colors. Sunflower varieties exist with petals in shades of red, orange, burgundy and even bi-coloured combinations.



ALEAP India's incubatee Ms. G. S. Sirisha of Neoinventronix was invited to participate in "National Technology Week 2023" conducted by AIM at Pragati Maidan, New Delhi inaugurated by our Hon'ble Prime Minister, Shri Narendra Modi



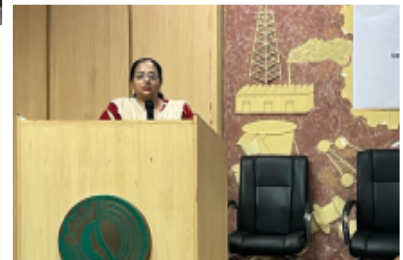
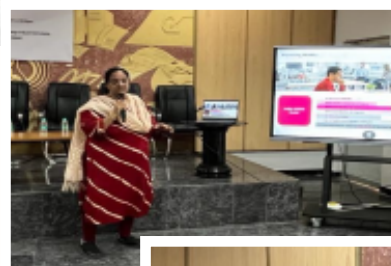
ALEAP and its start-ups had the good fortune of getting valuable insights from the Superintendent of Police (Jail), who spared time to interact with the start-ups and inspire them to take the lead.

Internship Mela at AIC ALEAP WEHUB



Awareness Session on TReDs and ZED

Trainers and speakers Ms. Gouri Manwani, Ms. B Kavitha Rajesh, Ms. Veena Hanamsagar and Ms. Kosuru Lakshmi Kanthi conducted an elaborate awareness session on facilitating the financing / discounting of trade receivables of MSMEs; uploading, accepting, discounting, trading and settling invoices / bills; factoring receivables and payables and awareness on Zero effect and Zero defect (ZED). Over 50 students attended these enriching sessions.



Did You Know?

Sunflower Symbolism: Sunflowers have long been associated with positive symbolism. They are often seen as a symbol of happiness, loyalty and vitality. In many cultures, they represent warmth, adoration and a strong connection to the sun.

ACADEMIC PARTNERSHIPS

ALEAP India collaborates
with Dr. B.R.Ambedkar Educational Institution
as part of its drive for academic partnerships
that bring value to the start-ups
that are nurtured in its purview.



Foodtech Start-up Connect

AIC ALEAP WEHUB hosted a thoroughly enriching knowledge session called Foodtech Start-up Connect in which start-ups and enterprises from Foodtech and Allied sectors participated actively.



Pitch your IDEA to Bankers

AIC ALEAP WEHUB along with SBI and ICICI hosted an awareness-creation and idea-pitching session for the start-ups, wherein aspiring entrepreneurs pitched their start-up ideas to the bankers, who can then fund the potent ones.

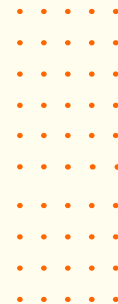
Pitch your **IDEA** to Bankers

Promote
 Connect
 Expand

Raise fund

16th May, 2023
2:00 P.M. to 5:30 P.M.
ALEAP Industrial Estate,
Pragathi Nagar

Contact us
Call: +91 93469 98553
aic.wehub@aleap.org
www.aleap.org
www.aicaleapwehub.in





PITCH YOUR STARTUP TO INVESTORS & BANKERS

ECOSYSTEM PARTNERS

HA Hyderabad Angels
Value Beyond Capital

FUNDENABLE

SBI

SIDBI

SmartUp
A Group Member for Startups

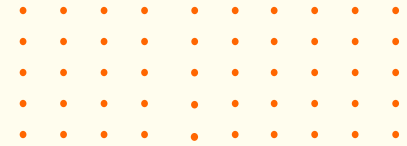
ICICI Bank

Union Bank of India

Date : 16-06-2023 | Time : 10.30 am onwards

Venue : Common Facilities Building, Aleap Industrial Estate, Pragathi Nagar, Hyderabad-500090 ,TELANGANA

For queries : aic.wehub@aleap.org | www.aleap.org | www.aicaleapwehub.in



AIC ALEAP WEHUB, in collaboration with investors and bankers, provided around 30 budding start-ups with an unique opportunity to pitch their innovative ideas, products and services to secure a financial support. This event hosted at ALEAP was graced by distinguished panel of experts, who played a pivotal role in this incredible initiative.





Ms. SANTOSHI BUDDHIRAJU,
M/S AUTOCRACY MACHINERY PVT. LTD.

AUTOCRACY MACHINERY SECURES USD 1 MILLION FUNDING

Ms. Santoshi Buddhiraju, Founder of Autocracy Machinery Pvt. Ltd., stood top among 200 applications and secured One Million Dollar funding by AIM, NITI Aayog and Venture Catalysts. Her entrepreneurial spirit was appreciated by Shri Amitabh Kant, IAS, Former CEO, NITI Aayog, GoI at Azadi Ka Amrit Mahotsav, New Delhi. Santoshi was selected for Stanford Seed Spark Programme -2022 and evolved as one of the Top 6 Finalists from the programme's pitching competition. Awarded the Best Startup-2023 by ALEAP, Santoshi is also selected for Goldman Sachs 10000 Women programme.



Did You Know?

Sunflower Family: Sunflowers belong to the Asteraceae family, which is one of the largest plant families in the world. This family includes daisies, asters and even lettuce.

CRIZTONE TECHNOLOGY PRIVATE LIMITED

Criztone Technology Private Limited - Mission "Vihaan Tari" - a customized robotic boat that collects the imperishable waste from the open water bodies like open sewages, closed sewages, narrow drain lines, most of these water bodies are polluted with non-bio-degradable waste like all kinds of plastics, glass, debris and garbage. It works on solar energy, creates no pollution and is a completely harmless procedure. It requires less manpower and basic knowledge to operate. As part of cleanliness promotion of Hyderabad, the startup has received Rs.23 Lakh work order



A ROBOTIC SOLUTION FOR WASTE MANAGEMENT

from Govt. of Telangana. The startup also received a HDFC Smartup Grant of about Rs.10 Lakhs.

NATURE'S BIO PLASTIC

Nature's Bio Plastic, a startup incubated at AIC ALEAP WEHUB in Hyderabad, is at the forefront of manufacturing bio-degradable compostable eco-friendly solutions, including carry bags, garbage covers/bin liners, packaging covers, shopping bags, pouches, mulch, head covers, shoe covers and more, with a mission to eliminate single-use plastic and conventional plastic products. Their products have been rigorously tested and approved by CIPET and certified by the Central Pollution Control Board (CPCB), and they possess all the necessary licenses for manufacturing and selling. These bio-degradable and compostable plastics offer numerous benefits, such as degrading within 90 days, becoming a plant fertilizer when

composted, consuming less power during manufacturing, retaining the same properties and strength as conventional plastics, being reusable and recyclable before degradation, ensuring 100% food contact compliance, and degrading without causing harm to the environment, ultimately turning into biomass and significantly reducing landfill space usage. Nature's Bio Plastic is committed to fostering a sustainable environment for the well-being of future generations and utilizes a wide range of plant-based raw materials, ensuring that only renewable resources are used in the development of their bioplastics, emerging as a viable alternative to fossil-derived polymers.

WUDBOX ENTERPRISES LLP

Wudbox is a zero waste and environment - friendly products startup with an expertise of providing eco-friendly products made in the Indian hinterland to corporate companies, institutions and organisations. WudBox was founded by Ms. Charu Dhyani and Mr. Shanthanu Sharma with a vision to help other organizations to go the sustainability path. Their key partners include artisans, manufacturers and artists across the country, as their model is to empower the artisans making eco-friendly products and to contribute to the local economy. They work with clusters having a vast talent pool for which they aim is to provide market opportunities such as market access, fair prices and an assured

market. They are also involved in upskilling partners, assisting them with product design & innovation, accessing the raw material & other resources and selling them to mainstream companies of WudBox. They always ensure to serve the dual purpose of enabling sustainability at a larger scale and promoting the local economy. WudBox incubated at AIC ALEAP WE HUB, sanctioned the seed funding of Rs. 10 Lakh from Startup India Seed Fund Scheme. WudBox is further supported for acceleration activities through funding of Rs. 10 Lakh from HDFC Parivartan initiative, and also supported with access to various marketplace opportunities.



హైదరాబాద్ సార్వభౌమ మిలియన్ డాలర్స్

- ట్రెంచర్ మిషన్ రూపకల్పనకు బహుమతి
- 200 స్టార్టప్లలో ఉత్తమ స్టార్టప్గా ఎంపిక
- ప్రకటించిన అటల్ ఇన్స్పైషన్, నీతి ఆయోగ్
- సంతోషి సుష్మ బుద్ధిరాజుకు ప్రశంసలు

హైదరాబాద్, ఏప్రిల్ 9 (నవమి తెలంగాణ): హైదరాబాద్ అమ్మాయి సంతోషి సుష్మ బుద్ధిరాజు.. భిన్నమైన కెరీర్ను ఎంచుకున్నది. మహిళలు అరుదుగా ఎంచుకునే యంత్ర పరికరాల ఉత్పత్తిలోకి అడుగుపెట్టింది. ఎన్నో సవాళ్లను అధిగమించి గ్లాస్ నిక్షేపాల వెలికితీత, కేబుల్స్ మేయటం, సారంగాలు తవ్వటం వంటి పనిని సులభతరం చేసి ట్రెంచర్ మిషన్కు రూప కల్పన చేసింది. ఈమె తన స్టార్టప్ను అటల్ ఇంక్యుబేషన్ సెంటర్ ఆఫీస్ వీ హబ్లో ఇంక్య



తయారు చేసిన ట్రెంచర్ స్టార్టప్ విశేషంగా నిలిచింది. దీంతో స్టార్టప్ డెవలప్మెంట్ కోసం అటల్ ఇన్స్పైషన్ మిషన్, నీతి ఆయోగ్ వన్ మిలియన్ డాలర్లను ప్రోత్సాహకంగా ప్రకటించాయి. సంతోషి ఐఐటి వారణాసిలో మెటలర్జికల్ ఇంజి

సార్వభౌమ పోటీల్లో సత్తా



తాను రూపొందించిన యంత్రపరికరాలతో సంతోషి సుష్మ బుద్ధిరాజు

బంజారాహిల్స్: అటల్ ఇన్స్పైషన్ మిషన్, నీతి ఆయోగ్ తో కలిసి భారత ప్రభుత్వం స్టార్టప్లను ప్రోత్సహించేందుకు చేత వ్యాప్తంగా నిర్వహించిన పోటీల్లో 200 స్టార్టప్లు పాల్గొన్నాయి. హైదరాబాద్కు చెందిన మహిళా పారిశ్రామికవేత్తల నేతృ

త్వం అందుబాటులోకి తీసుకొచ్చారు. కంప్యూటర్ కోసం వేగవంతమైన, సమర్థవంతమైన వ్యవస్థాపన యంత్రాలను సృష్టించారు. మళ్ళీ పెళ్ళాల్ అయిన అటల్ ఇంక్యుబేషన్ సెంటర్ ఎఫీడీ వీ హబ్లో ఆమె ఈ స్టార్టప్ను రూపొందించారు.

"Star campaigners... h Reddy and Mohammed arudin will take up cam- ing in May first week," har Bhatnagar said.

S govt ds 30% Cong'

and Uttam Kumar Reddy in Nalgonda district

on BRS out of power," th said.

a show of unity g the party top guna, ressa MPs Uttam and redreddy along with rtant leaders from the ided Nalgonda dis- oined TPTC president anth Reddy at a rally

ALEAP setting up int'l trade & tech centre in Hyderabad

Hyderabad: The Association of Lady Entrepreneurs of India (ALEAP) has been sanctioned a first-of-its-kind marketing hub - Women Entrepreneurs International Trade and Technology Centre (WE-ITTC) at the A-GRIP (ALEAP Green Industrial Park) at Nandigama in Patancheru of Sangareddy, the foundation for which was laid by IT minister K.T. Rama Rao on Friday.

The WE-ITTC, which has been sanctioned under the MSME CDIP scheme with support from the Union MSME ministry as well as state government, promotes trade and technology among women entrepreneurs from India, SAARC as well as ASEAN countries.

ICTR said this was the best time to be an entrepreneur in India. "Being an entrepreneur has lot of possibilities in Telangana, given its business po-

in awarding of schen how they were exclude beneficiary list.

Hyd d wette

Hyd Receiv 49.1mm Ra In Last 28 D

Donita_Jose@timesgru

Hyderabad: With H bad district rec 49.1mm rainfall in ti 26 days, the city wit its third wettest April last decade. Rainfall ly experienced durin is 15.5mm on an avera

The state too wit its second wettest A two decades this yea 43.2mm rainfall rec as against the nori 31.4mm. Hyderabad i onced the highest r April in 2015 with rai 105.6mm being rec followed by 2019 92.1mm rainfall. Mo



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AIC ALEAP WE HUB

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Website: www.aicaleapwehub.org



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