

ConnectTIE

NEWSLETTER OF TIE RAJASTHAN

NEWSLETTER

JUNE 2023

MESSAGE FROM THE PRESIDENT

DR. SHEENU JHAWAR
President
TIE Rajasthan

"If it were measured as a country, then cybercrime- which is predicted to inflict damages totaling \$ 6 Trillion USD globally, would be the world's third largest economy after the U.S. and China".

Every country is working to address this problem: India has made major progress and jumped 37 places to rank 10 with a score of 97.5 in the Global Cybersecurity Index (GCI) in 2020. However this pace needs to be strengthened.

TIE Rajasthan has made a commitment for Scaling Beyond Boundaries, and we deliberated on how we could focus on this issue of Global proportions. In a formidable Strategic Alliance with the Rajasthan Police Department, a special Task Force was created at TIE Rajasthan, to mentor and strengthen, the department's "Technical Core Group", in addressing cyber-crime, and in building world class cyber security systems.

The Global TIE fraternity has appreciated this move, and we are looking at a large resource at the helm of things to come. Entrepreneurs and start-up founders are being called to the fore to innovate and build solutions that have a far reaching impact even beyond Rajasthan. TIE Hyderabad has already reached out to join hands, and this is the first tangible step towards "outward networking" and "impact creation" of our home grown "TIE Binds"

This, is then, a big step! For the ecosystem, for the industry and TIE at large. I am excited at the prospect of what we can do together as a team. TIE office will soon organize a Department -Industry connect, let's bring focus to on ground problems, let's prioritise, and let's truly and passionately give back!

FROM THE EDITOR

VIKRAM AHUJA
Editor- ConnecTIE | TIE Charter Member

Our nation today boasts of the remarkable achievement of having over 5 lakh software engineers graduating from colleges all over the country every year. The skills of our software professionals are famed all over the globe from Silicon Valley to Osaka as pioneers in the field of computing whether it is Artificial Intelligence, Computational Biotechnology, Embedded Systems Architecture or Cyber Security.

Of course for excellence to shine there need to be opportunities and while the world is tapping the potential of our brightest, our own country is still struggling to provide them with the opportunities and challenges they need to be able to truly realize their capabilities. Apart from a few big software houses that are already common names in the industry, most tech start-ups follow the unimaginative beaten trend, ignoring the true needs of the hour.

One such field that has remained underdeveloped and niche is Cyber Security. With looming threats on the horizon both international and domestic, now more than ever we need the cream of our tech workforce focusing on ideas to strengthen our own technological infrastructure preparing it to face the future.

TIE Rajasthan as always is at the spearhead of the movement having recently signed and MoU with Rajasthan Police Department with the express purpose of strengthening their "Technical Core Group" while simultaneously creating fresh opportunities for startups in the cyber-security and cyber-crime redressal space.

There are also plans to organize thematic hackathons and similar events along with providing special



spotlight to most promising cyber-security startups at the upcoming TIE Smash Up.

With such initiatives we hope to see the budding field of cyber-security shall soon bloom, displaying once again the competency and capability of our youth.

STARTUP SPARKS

DOCTUNES

More than 25% of the world's population face the problem of language barrier. To solve this problem, founders Dewang Bhardwaj and Kunal Singh Shekhawat founded an app based platform DocTunes where the user can convert any documents to audiobook in their native language with their selected speed, pitch and voice. It supports more than 30+ languages and 150+ different male and female voices.

They have more than 100k users on the platform. They have also converted more than 1 Billion words to audio book and have users from more than 160+ countries.

They have received grants of more than 45 lacs from various central and state government schemes and from institutes like IIM Ahmedabad and GSEA.

They participated in the TIE University Program where they were mentored by Mr. Kailash Gupta and Mr. Sharad Bansal.

My experience with TIE Rajasthan was very enlightening and inspiring. The speaker sessions and networking opportunities provided invaluable insights into the world of entrepreneurship. From hearing the success stories of seasoned entrepreneurs to participating in programs, I have gained a deeper understanding of the challenges and rewards that come with starting and running of a business, says Dewang.



UPCOMING INITIATIVES

<p>ROUND TABLE DISCUSSION DR. AJAY DATA, June 16, 2023 5:00PM TIE Rajasthan</p>	<p>MEET AND PITCH MR. VIKRANT VARSHNEY SuCEED Indovation Fund June 24, 2023 2:30 PM TIE Rajasthan</p>	<p>TIE BINDS June 24, 2023 7:00 PM Hotel Jai Mahal Palace</p>
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SMASH UP

FOR THE STARTUP + BY THE STARTUP

7TH EDITION

AUG | 25-26 | 2023

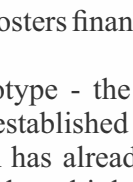
JAIPUR

[REGISTER NOW](#)

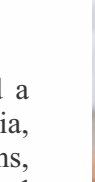
GLOBAL PITCH COMPETITION 2023

An opportunity for women-led startups to contribute towards the fund-raising journey.

Benefits



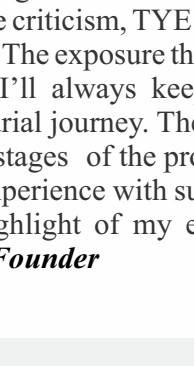
Masterclasses from investors & dedicated mentorship



Equity free cash prizes & investment opportunities



Opportunity to be a part of TIE Rajasthan program - TIE Navigate.



[SCAN THE QR CODE TO APPLY](#)

Registration application closes soon

Have queries, please contact programs@tierajasthan.org / 88753-33350

YOUNG ENTREPRENEURS

PRESENTING

TYE CHAPTER WINNER

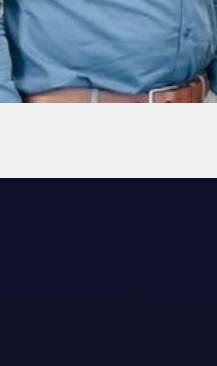


ORENTH
Domain - Geotech

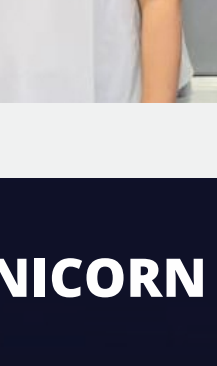
Orenth assists customers in instantly locating people within fixed premises.

The team from Jayshree Perival Global School was initially mentored by our TIE University startup founder Abhijeet Saxena and then by Dr. Ajay data in prototype stage. They will represent TIE Rajasthan at the TYE Global Finals in June this year and will continue to improve it's business plan under mentorship of Mr. Mahavir Sharma.

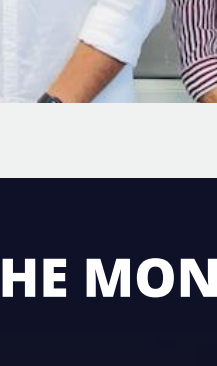
MENTORS OF THE MONTH



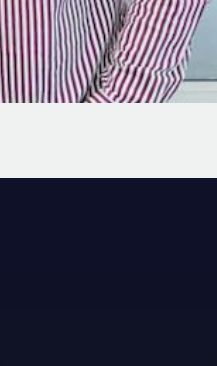
Dr. Ajay Data



Ashim Bhasin



Puneet Mittal



Sanjay Yadav

OPEN MIC - JURY MEMBERS OF THE MONTH



Kailash Gupta



Mukesh Gupta



Smriti Tripathi

SHINING YOUNG STARS

THE SCHOOL BANKING ASSOCIATION (SBA)

The number one problem facing today's generation is the lack of financial literacy. It takes a lot of work and time to change everyone's thinking and to make financial literacy more widespread.

The School Banking Association (SBA), one of the top 3 TYE Rajasthan Chapter team aims to create financial awareness and literacy in the duration of a student's school years itself, to ensure they graduate with an ability to make better informed financial decisions, and our country fosters financially literate citizens.

With a prototype - the website - already built and a partnership established with the No.1 Bank in India, HDFC, SBA has already obtained 200+ registrations, and has held multiple successful competitions and sessions allowing the students joining them to inch one step closer to a financially prudent future.

SBA is a platform created by 11th and 12th Grade Students of Jayshree Perival International School, Jaipur.

TYE was a platform to showcase our capabilities and also a place to learn invaluable skills. Whether it's understanding the links of entrepreneurship or giving constructive criticism, TYE has been a transformational experience. The exposure that TYE has given me will be something I'll always keep in mind throughout my entrepreneurial journey. The mentors were there for all the critical stages of the product life cycle. Getting the hands on experience with successful entrepreneurs was also the highlight of my experience. says, *Anany Kotawala, Founder*



EMERGING ENTREPRENEUR SPEAKS

FRESHOKARTZ

In India, farmers encounter significant challenges such as limited access to credit, insurance, and profitable income.

Freshokartz is a social commerce network that targets more than 100 million Indian farmers who have been left behind by farm-level innovation. The platform lets thousands of people launch small businesses without thousands investments. It also helps businesses access last-mile farmers without supply channels. Freshokartz sells agri inputs, financial products, farm machinery, tractors, insurance, market linkages, and crop consultancy services.

Freshokartz Saarthi's (Village Level Entrepreneurs) help farmers efficiently. These VLEs connect farmers and Freshokartz, aiding with customer acquisition, product and service awareness, and Saarthi mobile app orderplacement.

Currently, it collaborates with more than 15,000 VLEs in Rajasthan, Madhya Pradesh, and nearby states, connecting with over 500,000 farmers. The company has established partnerships with over 50 entities to distribute their products to farmers through these VLEs. Remarkably, VLEs earn an average monthly income ranging from 5,000 to 15,000 INR, with the potential to earn up to 25,000 INR.

Freshokartz has successfully secured an undisclosed amount funding from prominent investors, including RVCF, Real-Time Angel Fund, Nitish Mittersain (Founder and CEO of Nazara), Sreevastha P (Founder and CEO of Servify), Marwari Catalyst, Siddharth Shah, and others.

This funding round serves as an extension of their Pre-Series A funding, which raised Rs 10 crore (\$1.4 million) from Rajasthan Venture Capital Fund (RVCF) and AWE (Achieving Women Equity) Funds in 2020.

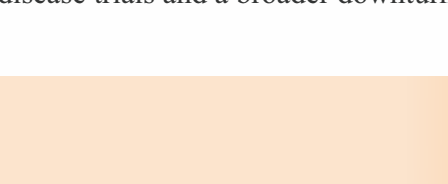
The newly acquired funds will be allocated towards marketing and technological advancements, as well as expanding the network of Village Level Entrepreneurs (VLEs). Freshokartz aims to connect with one million farmers across India by March 31, 2024. The company has been experiencing remarkable growth, with the number of VLEs and farmers increasing by two to three times every month.

Freshokartz is actively forging partnerships with renowned organizations, including UPL, BASF, Axis Bank, BankSathi, ICICI Lombard, Balwan, JCB, Jain Irrigation, GrowIT, Shakti Pumps, Solscan Energy, and others. These collaborations aim to create a comprehensive platform that fulfills all the needs of farmers, encompassing soil testing, Agri products, banking and financial services, cattle feed and care, crop advisory, and more.

Rajendra Lora, Founder and CEO of Freshokartz, expressed, "We are empowering thousands of individuals to start their small businesses from the comfort of their homes without any initial investment. Additionally, our platform enables businesses to reach farmers in the last mile, bypassing traditional supply channels. Freshokartz caters to various agricultural needs, including Agri inputs, financial products, Agri equipment, farm machinery, tractors, insurance, market linkages, and crop advisory services."



UNICORN OF THE MONTH



Social Media | China

Byte Dance is an internet technology company that operates creative content platforms.

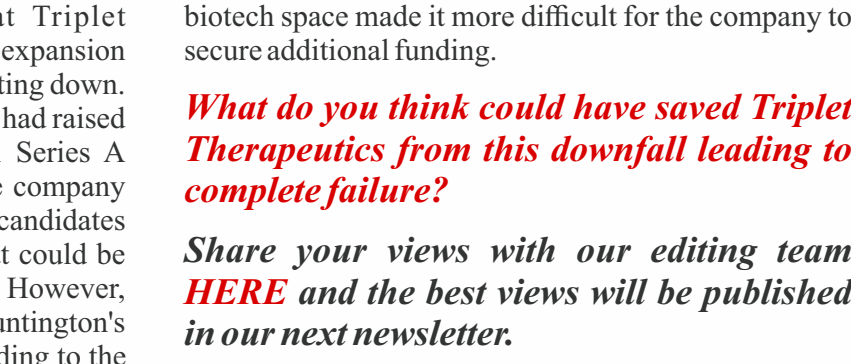


PHOTO GALLERY



CELEBRATING FAILURES

Atlas-backed gene-silencing startup winds down

Triplet Therapeutics

In mid-October, reports indicated that Triplet Therapeutics, a biotech focused on repeat expansion disorders like Huntington's disease, was shutting down. Before it closed down operations, the startup had raised \$59M in funding. This included \$49M in Series A funding, provided in part by Pfizer, that the company planned to use to advance its development candidates and contribute to natural history studies that could be used to guide its clinical development plan. However, the lackluster performance of its peers' Huntington's disease trials and a broader downturn in funding to the

biotech space made it more difficult for the company to secure additional funding.

What do you think could have saved Triplet Therapeutics from this downfall leading to complete failure?

Share your views with our editing team HERE and the best views will be published in our next newsletter.

TIE MEMBER CORNER



Design Thinking: A Catalyst for Life, Business Growth, and India's Global Positioning

Design thinking has emerged as a transformative approach that holds the power to reshape every aspect of life and drive business growth in an increasingly competitive landscape. Its impact extends far beyond aesthetics, permeating into strategy, innovation, and problem-solving. In the context of the Indian ecosystem, incorporating design policy recommendations from a global standpoint becomes crucial to harness its full potential.

India's ecosystem can benefit from adopting a comprehensive design policy that fosters collaboration, education, and innovation. By recognizing the value of design and its impact on economic growth, policy initiatives can be developed to support entrepreneurship and mentoring programs, encouraging the integration of design thinking across industries.

Design education and skill development should be focal point. Emphasizing design thinking in the curriculum, providing access to design resources, and fostering collaboration between academia and industry will nurture a new generation of design-led entrepreneurs. This will strengthen India's global positioning as a hub for creative problem solvers and innovation.

Additionally, fostering collaboration between government bodies, industry associations, and design institutions can drive the creation of design clusters and innovation centres. These hubs would facilitate cross-sector partnerships, knowledge sharing, and mentorship opportunities, propelling the growth of design-driven enterprises.

Moreover, policy recommendations should advocate for the adoption of user-centric design principles in government initiatives and public services. By putting citizens' needs at the forefront, India can build a more inclusive and sustainable society, improving the overall quality of life.

In conclusion, design thinking is poised to be the driving force behind India's growth and competitiveness on the global stage. By embracing design policy recommendations from a global standpoint, we can cultivate a thriving ecosystem that nurtures creativity, innovation, and entrepreneurial success. Let us seize this opportunity to harness the power of design and propel India towards a future of prosperity and sustainable growth.

Remember, as entrepreneurs and mentors, we have the ability to champion the integration of design thinking and shape a brighter future for our businesses, communities, and the nation as a whole.

Archan Surana
Founder & Director - ARCH College of Design & Business
TIE Charter Member

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