# THE MAGNATE

*"Discover Startup Dynamics"*

An initiative by JIC

IT'S NOT A PRIVILEGE **TO GROW, RATHER A RESPONSIBILITY**
**-ARPIT AGRAWAL**
DIRECTOR, JECRC FOUNDATION

BE THE **CHANGE YOU WANT** IN **THE WORLD**
**-KAILASH SATYARTHI**
2014 NOBEL PEACE LAUREATE

MEASURE YOUR **SUCCESS,** NOT BY YOUR **CGPA, BUT BY GROWTH**
**-LAKSHMI C**
SENIOR M D- CHRO, ACCENTURE

I AM THE **BEST**
**-SAVJI DHOLAKIA**
FOUNDER, H.K.E. PVT. LTD.

# WHY MAGNATE ?

The Magnate is the one-point source to find all the latest news and updates in the world of entrepreneurship.

This Quarterly Magazine has been designed for all business enthusiasts to get the major updates and eye-catching strokes by startups.

## WHO
got the funding?
is the new unicorn?
introduced new tech?

You will get to know all this under one name **THE MAGNATE**

*Go Ahead, Turn The Page,*
## EXPLORE!

# GET TO KNOW US

➤ JECRC Foundation is a 2 Winged Academic Institute, with JECRC University and JECRC College.

➤ 25 Years | 20,862 Students | 27,500+ Alumni | 3500 Inmates

➤ Ranked 9th by The Week | Ranked 27th by India Today India's Best Universities

➤ Hosted G20 Innovation Alliance | 1000 Startup Enablers | 15 Tech Giants | 10,000 Placements in Last 5 Years

➤ Undergraduate Postgraduate and Doctoral Programmes under 13 Schools with School of Liberal Arts being the Newest kid on the block.

➤ Abhuydya the Social Arm under which Initiatives such as Zarurat, Suhasini, Soch & Aashayein have been serving the underprivileged in the sector of Education. Save , educate and empower the female child  and Blood and SDP Donation for over 2 decades.

➤ Beyond the classroom Programs & Initiatives such as JIC, Upscale, MUN, IAESTE, M-Power (Mental Health Cell in Joint Collaboration with Aditya Birla Education Trust), Makerspace, Spiritual Research Cell, Fruit-Full Jaipur and dozen other social , technical & cultural clubs help in creating a well rounded professional with a compassion for society and nation building.

# ABOUT JECRC INCUBATON CENTRE

JECRC Incubation Centre (JIC), Jaipur is recognized by **Ministry of Electronics and Information Technology, (MeitY) Government of India as one of the only twenty Group 2 Centre (G2C) in India under TIDE 2.0 Scheme and also supported by DPIIT through SISFS Grant**

➤ 250+ Alumni Start-ups

➤ 75 Startups Incubated

➤ 22.5+ Cr Funding Received

➤ 11 Cr+ Funding Disbursed

➤ 125 Industry Leaders on Board

➤ First Institute across the Country to come up with a Dedicated Start-up Policy with provision of Deferred Placement

➤ JIC is One of the Only 6 G1 Centres Across the Country

➤ 64% Start-ups Graduated

➤ 9+ Sector Supported Start-ups

In last three years, **JIC has incubated 75 start-ups** across various sectors such as EV, Clean Tech, EdTech, Consumer Services, ICT, E-commerce, Retail, AR & VR, Sustainability, AgriTech and others. With the support of JIC's mentoring and guidance, these start-ups have **collectively raised over 25+ Crores And 10 Sectors supported.**

To know more about us,
Scan this QR

At JECRC Incubation Centre, we are driven by the belief that ideas have the power to shape the future.

Our mission is to provide a dynamic ecosystem where talented individuals can transform their innovative concepts into successful ventures.

With a focus on emerging technology, we strive to empower and nurture entrepreneurs who are at the forefront of cutting-edge advancements. Within our state-of-the-art facility, we have created an environment that encourages creativity, collaboration and knowledge exchange.

Our expert team of mentors and industry veterans work hand in hand with our incubates, providing guidance, resources and invaluable insights to navigate the complexities of the business world.

We understand that emerging technologies require specialized support and we are committed to equipping our incubates with the tools and knowledge they need to excel in this rapidly evolving landscape.

Moreover, we actively foster collaborations with Academic institutions, government agencies and industry partners to provide our incubates with a broader range of resources and opportunities.

By harnessing the collective expertise and support of our network, we can further accelerate the growth and impact of emerging technology startups. Thank you for your unwavering support and I eagerly anticipate the extraordinary accomplishments that lie ahead.

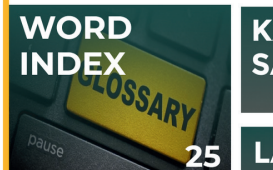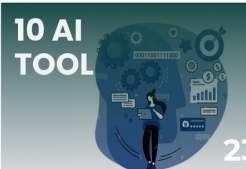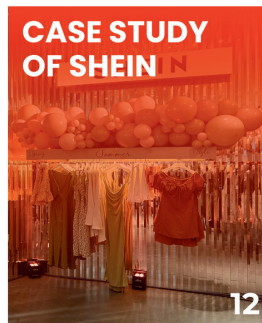Warm regards,
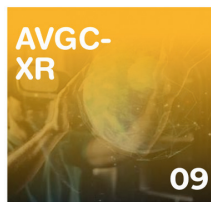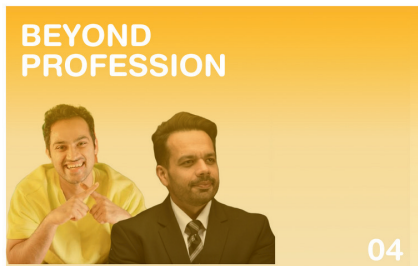
Dheemant Agrawal
CEO, JECRC Incubation
Centre

**DHEEMANT AGRAWAL**

# TABLE OF CONTENTS

# ताज़ा KHABAR



## Aye Finance Prepares for IPO with $1,450 Crore Approval

Non-banking financial company Aye Finance receives approval for a ₹1,450 crore IPO, including a fresh issue of ₹885 crore, to strengthen its lending capabilities for micro and small businesses.

### • Aye Finance Secures $12.8 Million in Debt Funding

Aye Finance raises $12.8 million in debt funding from investors including ASK Financial Holdings and Northern Arc, reflecting the growing need for NBFCs to provide financial inclusion.



### • Amazon-Backed ToneTag Secures $78 Million After 7-Year Hiatus Motel 6 for $525 Million

Digital payments startup ToneTag raises $78 million in a mix of primary and secondary funding rounds, marking a significant milestone after a seven-year funding hiatus.



## Bluestone Files for ₹1,000 Crore IPO

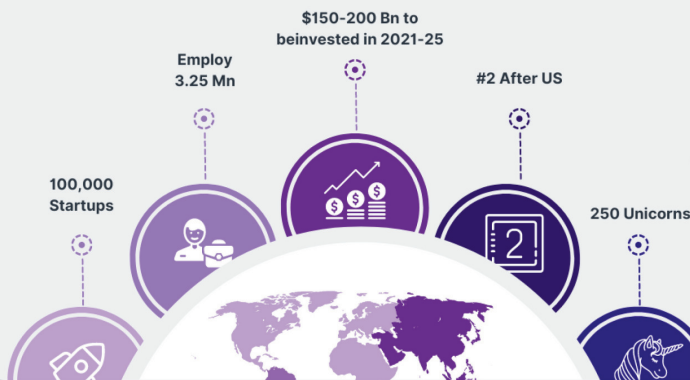Jewellery retailer Bluestone files its Draft Red Herring Prospectus for a ₹1,000 crore IPO, signaling its ambitions to capture a larger market share.

## IIT-Madras Incubated Startup Unveils 'E-Flying Boat' for Affordable Rapid Transit

A startup incubated at IIT-Madras introduces an 'E-Flying Boat,' promising to revolutionize travel by connecting cities like Chennai and Kolkata in just three hours at a cost of Rs 600.

# Indian Startups 2025 Projection



- 100,000 Startups
- Employ 3.25 Mn
- $150-200 Bn to beinvested in 2021-25
- #2 After US
- 250 Unicorns



- **Indian Startup Ecosystem Reacts to Budget 2025**

  Industry experts, including prominent investors and founders, share their perspectives on the first full Budget of the Modi 3.0 government, discussing its implications for the startup landscape.

- **Indian Startups Secure Over $128 Million in Early February 2025**

  Between February 3 and February 8, 2025, Indian startups collectively raise more than $128 million, with Cashfree Payments leading the funding rounds.

- **India's Unemployment Rate Drops to 3.2% in 2023-24**

  According to the Economic Survey 2024-25, India's unemployment rate for individuals aged 15 and above has steadily declined from 6% in 2017-18 to 3.2% in 2023-24, indicating a positive trend in the labor market.

- **Indian Startups Raise $14 Million in Early January 2025**

  In the first week of January 2025, Indian startups secure $14 million, with notable investments in companies like CargoFL and Klassroom

- **Indian Startups Secure $432 Million in Early December 2024**

  Between December 1 and December 7, 2024, Indian startups raise $432 million, with significant contributions from sectors like fintech and e-commerce.

**F**intech Nears Unicorn Status with $101 Million Funding

M2P Fintech raises $101 million, solidifying its position as a rising star in the Indian startup scene and edging closer to a unicorn valuation.

- **Fintech Firm Cred Integrates with India's Central Bank Digital Currency**

  Cred becomes the first fintech platform to offer access to the Reserve Bank of India's digital currency, the e-rupee, aiming to streamline transactions and boost adoption among high-credit worthiness individuals.

# Oyo Acquires Motel 6 for $525 Million

Indian hotel operator Oyo acquires the budget motel chain Motel 6 in an all-cash transaction, expanding its presence in the U.S. market.

# Prosus Plans to List Indian Payments Firm PayU in 2025

Dutch technology investor Prosus announces intentions to list Indian digital payments and lending firm PayU in 2025, valuing the company between $5 billion to $7 billion.

- **Perfios Acquires Fraud Detection Platform Clari5**

  SaaS unicorn Perfios acquires fraud detection platform Clari5, aiming to enhance its offerings in financial data aggregation and analytics.

# TVS Capital Fund Chief Labels India's Quick-Commerce Boom as Unsustainable

Gopal Srinivasan, Chairman of TVS Capital Funds, critiques the rapid growth of quick-commerce in India, highlighting concerns over its heavy reliance on private equity and venture capital funding without long-term economic viability.

# BEYOND PROFESSION

Artists, Singers, Influencers and their Startup Investments

**Gaurav Taneja**

Introduced Rosier Foods, Offering Premium A2 Cow Ghee

**Ananya Birla**

Founded Svatantra Microfin For Rural Women's Empowerment And Co-Founded Mpower For Mental Health.

**Harsha Bhogle**

Invested In Hitwicket, A Cricket Gaming Startup, After Its $3M Funding Round In Late 2024.

**King & Raj Shamani**

Co-Founded Blanko, A Men's Perfume Brand With Time-Lock Fragrance Tech.

**Raj Shamani**

Founded House Of X, Helping Creators Scale Consumer Brands Through Content-Driven Entrepreneurship.

### Shlok Srivastava

**Launched Layers Anarc Smartwatch In Nov 2024, Entering The Wearable Tech Market.**



### Sarvesh Shashi

**Expanded SARVA With ABC Studios, A Talent Management Firm In 2024.**



### Prince Narula

**Launched Pehlwaan Nutrition, Offering Indian-Flavored Health Supplements With Ayurvedic Blends.**

### Mumbiker Nikhil

Launched LabelMN, An Apparel Brand Inspired By His Travel Adventures.

### Aman Dhattarwal

Founded Apni Kaksha, An Ed-Tech Platform Providing Affordable Online Education.

### Ranveer Allahbadia

Co-Founded BigBrainCo., Focusing On Self-Improvement Content And Courses

### Neeraj Chopra

Entered The Startup World With An Investment In Stage, A Regional Streaming Platform.

### Abhinav Bindra

Launched Shooting Star LLP, A VC Fund Supporting Startups.

### Nikhil Kamath

Co-Founded Zerodha, India's Leading Discount Brokerage Platform.

# DEEPSEEK

In the fast-evolving world of artificial intelligence, few names have made waves as quickly as DeepSeek. Founded in 2023 by Liang Wenfeng, this Hangzhou-based company has taken the AI industry by storm, not just with its cutting-edge technology but also with its remarkably cost-efficient approach to training large language models (LLMs). As it carves out a niche among tech giants, DeepSeek is proving that bigger isn't always better—sometimes, it's about being smarter.

> " **AI has quickly become an integral part of our lives . Its integration in various industries has made several tasks easier and efficient .** "

DeepSeek remains cost-effective by adopting a smarter approach to AI development. Instead of relying on costly infrastructure and proprietary technology like traditional platforms, it utilizes open-source frameworks and optimized algorithms to minimize expenses.

DeepSeek's DeepSeek-V3 model boasts 671 billion parameters, making it a top-tier AI model. Remarkably, it trained in just 55 days for $5.58 million, far less than the hundreds of millions typically spent by competitors. For instance, Meta's Llama 3.1, with 405 billion parameters, needed about 30.8 million GPU-hours at a cost of $92.4 million to $123.2 million. DeepSeek, however, only used 2.79 million GPU-hours on Nvidia H800s, demonstrating exceptional cost efficiency.

U nlike many of its competitors , it began with profits from the founders hedge fund, started as a self-funded venture, allowing it to focus on innovation. Now valued at $1 billion with minimal revenue, the company is exploring investments from major Chinese players like Alibaba and state-backed funds to expand its infrastructure amid rising demand for AI models.

As of early 2025, DeepSeek has yet to establish a significant revenue stream but is actively exploring monetization strategies. It currently provides access to its AI models via chat.deepseek.com and APIs at competitive prices. The next major challenge for DeepSeek will be shifting from a technological innovator to a sustainable business model.

—AUTHORED BY POORVI MATHUR

# OpenAI:
## Pioneering The Future Of Artifcial Intelligence



## What is OpenAI?

OpenAI is a leading AI research organization focused on advancing safe and beneficial Artificial General Intelligence (AGI). Founded in 2015 by Sam Altman, Greg Brockman, Ilya Sutskever, and others, it aims to develop AI responsibly while pushing the boundaries of innovation. OpenAI has contributed significantly to fields like natural language processing, computer vision, and robotics, with its GPT models revolutionizing AI-driven content generation.
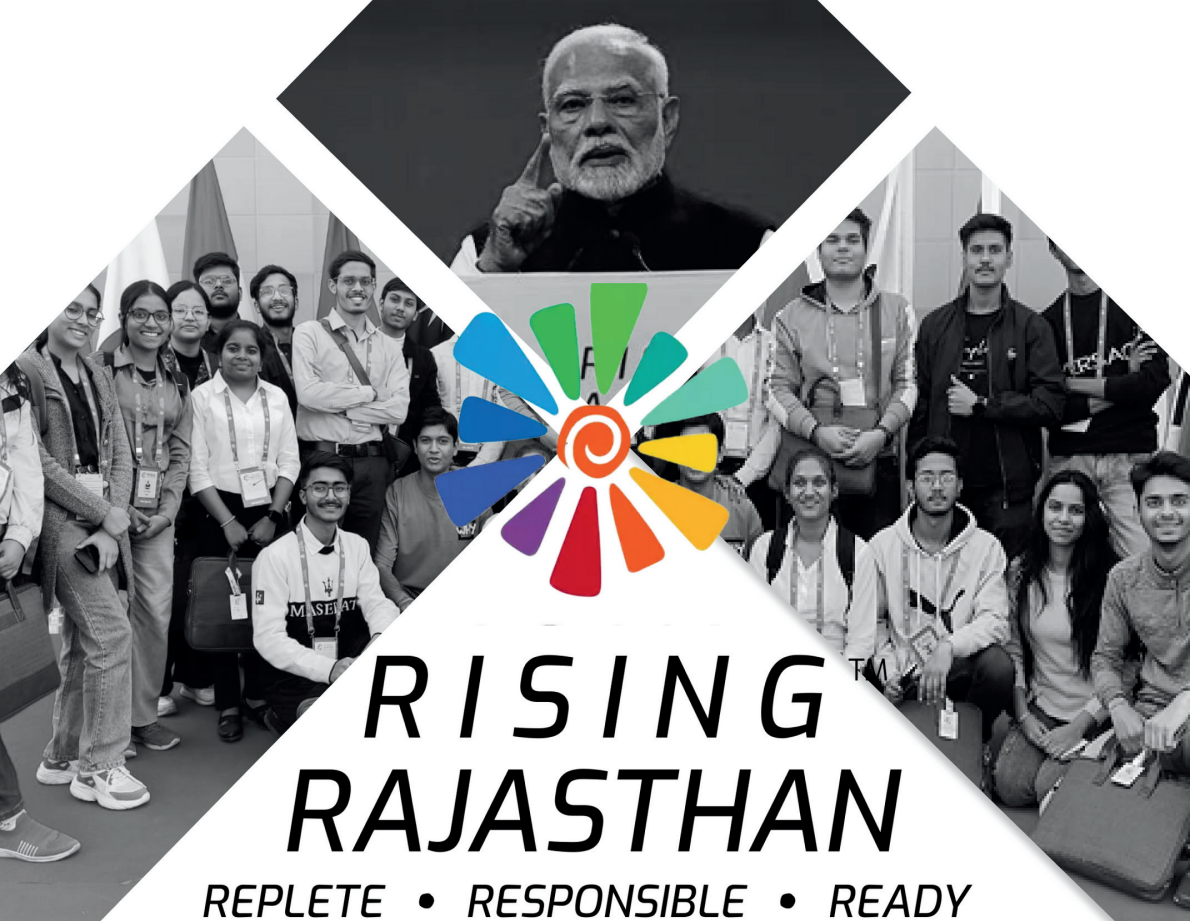
## Why is OpenAI important?

OpenAI sets a benchmark for responsible AI development, influencing ethical AI adoption across industries. It provides businesses with cutting-edge AI tools to enhance productivity, automate tasks, and drive innovation.

- GPT-3 & GPT-4 – Language models for text generation.
- GPT-4o – Multimodal AI handling text, images, and audio.
- DALL-E – AI-driven image generation.
- Codex – AI-powered code generation.

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- Microsoft's $13B investment aims to scale AI accessibility.
- Introduction of Customizable GPTs for personalized AI.
- Copyright Shield to protect users from legal claims.
- AI in Education partnerships with institutions.
- Deep Research Initiative for AI transparency.
- Funding & Valuation – OpenAI valued at $157B in Oct 2024, aiming for $300B.

**–AUTHORED BY HIMANSHI JAIN**

# RISING RAJASTHAN™

## REPLETE • RESPONSIBLE • READY

**ARTICLE BY OM NARAYAN**

The Rising Rajasthan Global Investment Summit (Dec 2024) marked a significant step in positioning Rajasthan as a leading investment destination. The event attracted strong investor interest across diverse sectors, with major investment pledges in infrastructure, manufacturing, IT, and renewable energy. Strengthened government-industry partnerships and policy enhancements were key highlights, ensuring a business-friendly environment with streamlined approvals and faster investment processing. The state's proactive approach emphasizes not just commitments but concrete actions to boost ease of doing business and drive economic expansion.

Rajasthan is on a mission to become India's next major economic hub, leveraging its rich resources, strong infrastructure, and investor-friendly policies. With a focus on sustainable development, job creation, and industrial innovation, the state is committed to responsible and inclusive growth.

The Rising Rajasthan initiative aligns with the national vision of Viksit Bharat 2047, setting a bold target of achieving a $350 billion economy by 2029. More than just an investment summit, it serves as a strategic roadmap for long-term industrial excellence, global partnerships, and economic resilience.

## Vision and Objectives

- **Employment Growth** – Creating more than 500,000 jobs over the next five years.
- **Sustainability Goals** – Achieving 90 GigaWatts of renewable energy capacity by 2030.
- **Export Promotion** – Doubling exports by 2029.
- **Industrial and Service Sector Growth** – Targeting 15% annual growth in manufacturing and services.

# AVGC-XR

## (Animation, Visual Effects, Gaming, Comics, and Extended Reality)

The AVGC-XR (Animation, Visual Effects, Gaming, Comics, and Extended Reality) industry is a rising force in India's digital economy, projected to grow from $3 billion to $26 billion by 2030. Recognizing this potential, Rajasthan has launched the AVGC-XR Policy 2024 to position itself as a global hub for digital content creation and immersive technologies.

### Vision & Goals

- Establish Rajasthan as a global AVGC-XR hub

- Develop a skilled talent pool for digital media

- Support startups & MSMEs with incentives and infrastructure

- Promote original IP creation & content ownership

- Drive global investments & innovation through R&D and digital ecosystems

**–AUTHORED BY OM NARAYAN**

Animation & VFX – Growth driven by OTT platforms, gaming, and digital marketing, supported by plug-and-play studio spaces.

Gaming & Esports – Rajasthan is fostering mobile, PC, console, and Web3 gaming startups, promoting original game development and immersive esports experiences.

Comics & Digital Storytelling – Interactive storytelling, web comics, and NFT-based content, with policy-backed support for global streaming partnerships.

Extended Reality (XR) – Government collaboration with global tech leaders for R&D in smart cities, heritage tourism, and gaming applications.

### Key Initiatives

- iStart Rajasthan – India's leading startup incubator, supporting 4,900+ startups with ₹950+ crore investments.hub

- Atal Innovation Studios & Accelerators – AVGC-XR labs, coworking spaces, and incubation centers. media

- Tech-Enabled Learning – Rajasthan has India's highest number of universities (83+), including IIT, IIM, and AIIMS.
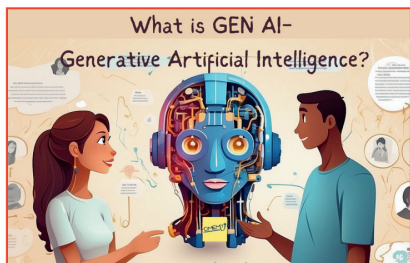
### Financial Incentives

- 30% reimbursement (up to ₹50 lakh) for Animation, VFX, AR/VR content.

- 20% reimbursement (up to ₹1 crore) for game development

- 25% reimbursement (up to ₹15 lakh) for comic book creation

# GEN AI



## What Is Generative AI?

➤ Generative AI refers to artificial intelligence models that can create new content, including text, images, audio, and videos, based on patterns learned from existing data.

➤ It uses advanced machine learning techniques, such as deep learning and transformers, to generate human-like responses, realistic media, and creative outputs.

➤ Companies use Generative AI for tasks such as content creation, automation, and personalized experiences.





Developed ChatGPT and DALL·E, enabling users to generate text and images with high accuracy and creativity.

Integrated Gen AI into Google Bard and Gemini, providing smart responses, summarizations, and AI-assisted search.
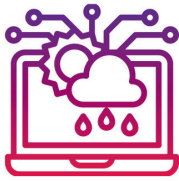
Leveraged AI to create advanced image and video generation tools, enhancing social media experiences.

Introduced Firefly AI for AI-powered design, enabling artists to generate high-quality graphics and art efficiently.

Focused on AI-powered image generation and deepfake detection, advancing the field of AI-driven media.

–AUTHORED BY RUDRAKSH MONGA

# REGEN AI
## What Is Regenerative AI?

Regenerative AI Builds Upon Generative AI But Introduces Self-Improving Mechanisms, Allowing Models To Evolve, Refine, And Optimize Themselves Over Time. ◄

It Continuously Learns From Feedback, User Interactions, And Real-World Data To Enhance Accuracy, Efficiency, And Personalization. ◄

Companies Utilize ReGen AI For Applications Requiring Real-Time Adaptation, Ethical AI Governance, And Self-Improving Automation. ◄





Uses regenerative AI in autonomous driving, where AI refines its decision-making from real-time driving data.

Developing AI Systems That Improve Cybersecurity By Self-Learning From Past Threats And Vulnerabilities.

Implementing ReGen AI in personalized shopping experiences, where AI adapts dynamically to user behavior.

Enhancing healthcare AI models that continuously learn from new medical cases and research data.

Advancing AI with self-learning agents in AlphaFold and AlphaGo, improving results with iterative learning.

# CASE STUDY

## THE RISE OF SHEIN

Shein, one of the fastest-growing fashion brands in the world, has transformed the apparel industry with its ultra-affordable and trend-driven clothing. Founded in 2008 by Chris Xu (Xu Yangtian) in Nanjing, China, the company initially focused on selling wedding dresses but soon pivoted to the fast-fashion market, catering primarily to young, trend-conscious shoppers.

By leveraging China's large-scale manufacturing network and an advanced data-driven supply chain, Shein developed an unparalleled production model, allowing it to release thousands of new styles every week. This strategy enabled Shein to quickly adapt to changing fashion trends, making it a dominant force in the online fashion industry.

*Shein is reshaping fast fashion— bigger, faster, smarter.*

### JUST AN ONLINE STORE? THINK AGAIN.

From 2016 onwards, Shein began expanding aggressively across the United States, Europe, Australia, and the Middle East. Unlike traditional fashion retailers that rely on brick-and-mortar stores, Shein built its empire through e-commerce, targeting consumers through its website and mobile app.

A key factor in its success was its strong presence on social media. Shein mastered the use of influencer marketing, viral challenges, and TikTok trends to attract a young, fashion-forward audience. Its budget-friendly prices and an ever-changing catalog of trendy clothing helped it outshine major competitors like Zara and H&M.

By 2022, Shein had become one of the most downloaded shopping apps in the United States and was valued at $100 billion, making it one of the most successful fashion startups in history. The brand's ability to deliver high-fashion looks at extremely low prices gave it a competitive edge, allowing it to dominate the global fast-fashion industry.

**AUTHORED BY POORVI MATHUR**

# Who Is Leading The Race ?



Myntra, Ajio, and Meesho dominate India's fashion race. Myntra offers exclusives, Ajio leverages Reliance's network, and Meesho targets budget shoppers. As Shein returns, these giants fiercely defend their market share.



**Shein** faces stiff competition from **Urbanic, Ajio, Myntra, and Meesho.** Rising ethical and sustainability concerns add to its challenges. To succeed, it must balance affordability with trust-building. Leveraging **Reliance's retail network and boosting local production will be crucial to reclaiming its market position.**

**Welcome to the era of fast fashion dominance. Shein is not just a brand; it's a phenomenon.**

# Shein In India: A Comeback Or A Lost Cause?

Shein ruled India's fast-fashion scene until its sudden 2020 ban.

Banned over data security concerns, Shein was forced to exit India in 2020.

Urbanic, Ajio, and Flipkart quickly filled the gap after Shein's exit.

In May 2023, Shein made a grand return to India via Reliance Retail.

Shein's strong comeback taps into India's booming online fashion market.

**The future of Shein in India is uncertain, but one thing is clear: its fast-fashion frenzy remains unstoppable.**

# INNOVATE COLLABORATE ELEVATE

## The JIC Approach



### UBUCON ASIA 2024: A LANDMARK IN INDIA'S OPEN-SOURCE JOURNEY

JECRC proudly hosted India's first UbuCon Asia, bringing together global innovators, tech enthusiasts, and industry leaders. This historic gathering transformed Jaipur into a hub of collaboration, fostering discussions on open-source advancements and future innovations.

With the support of Ubuntu, CDACINDIA, and FOSS United, the event marked a significant milestone in India's tech landscape, reinforcing our commitment to driving open-source excellence.

### JECRC PIONEERS THE AVGC-XR REVOLUTION!

JECRC, in collaboration with TASI, JIC, and the School of Design, took a giant leap in the Animation, Visual Effects, Gaming, Comics, and XR industry. With 535 attendees, including students, policymakers, and industry leaders, the event sparked conversations on shaping the future of the creative economy. The journey to innovation begins now!

## JIC AT IIT BOMBAY'S NEC FINALS!

JIC reached the NEC Finals at E-Summit'25, IIT Bombay, gaining insights from icons like Anupam Mittal, Sonam Wangchuk, and Nandan Nilekani. Meeting Raj Shamani, Technical Guruji, and Mumbai's energy was unforgettable. No win, but immense lessons and networking!

## SMART INDIA HACKATHON

JECRC's innovation journey has soared from 30 teams in 2017 to 293 in 2024! As a former SIH Nodal Centre (2017-2020), it continues shaping young innovators. SIH'24 saw 5 JIC teams advance, reflecting India's growing startup spirit. With Dipan Sahu sir's insights and a ₹10 lakh seed fund by Director Shri Arpit Agrawal sir, JECRC is fueling the future of innovation.





## EXPLORING THE COSMOS AT JECRC!

JECRC University hosted ISRO's 4th Science Exhibition, North India's largest, inspiring 12,500 students from 107 schools. With Shri A.S. Kiran Kumar Ji's presence, the event ignited young minds, reinforcing JECRC's dedication to innovation and space exploration.

## JECRC COLLEGE ORIENTATION 24

JECRC expresses heartfelt gratitude to the legendary Padma Shri Sh. Savji Dholakia for inspiring us!
This marks the beginning of endless possibilities as we welcome the 25th batch of JECRC Foundation. Here's to 25 years of excellence and many more to come!

# YOUNG TITANS

**Dhruv Rathee**
Dhruv Rathee

The moment we stop questioning is the moment we stop learning.

**Nikhil Kamath**
Nikhil Kamath

The best way to predict the future is to create it.

**Ankur Warikoo**
Ankur Warikoo

Success is not about the destination but the journey; embrace the process, and the results will follow.
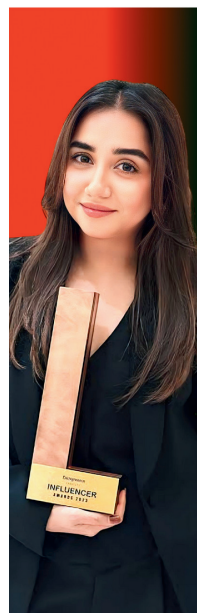
**Raj Shamani**
Raj Shamani

Life is like a buffet; get up and pick what you want. Try looking at, smelling, and eating different things, and then take more of what you like.

**Prajakta Koli**
MOSTLY SANE

Authenticity is magnetic; when you stay true to yourself, you attract the right opportunities and people.

16

# DIVE INTO LEADERS SANGAM AT JECRC

## Diverse Minds, Unified Goals

**IPS Amit Lodha**
Co founder and CEO of FatakPay

**Suresh Prabhu**
Worked with several startups, including Diebold , Sify and Western Financial Services

**Suyash Singh**
Co-founder, GalaxEye

**A.S. Kiran Kumar**
Former chairman of ISRO (Indian space research Organisation)

**Kailash Satyarthi**
Founded Kailash Satyarthi Children's Foundation(KSCF)

**Sanjiv Waeerkar**
Director of Ice Candy

17

# THE LEADER
# THE VISIONARY
# THE ONE

## REDEFINING LEADERSHIP WITH VISION AND COMPASSION

Popularly known as "The One" and "Arpit JECRC," Shri Arpit Agrawal's journey began in his grandfather's clothing shop, where he learned the essence of business —building relationships, handling challenges, and leading with integrity. His belief that "Real business is not just about profits; it's about authenticity and respect" has shaped his leadership approach.

### Architect of JECRC's Growth

As the Director of JECRC Foundation, Arpit Agrawal has played a pivotal role in establishing JECRC College, UDML College, JECRC University, JU NCR Campus, and the upcoming JMCH Hospital. His leadership has transformed JECRC into a nationally recognized institution, empowering students with education and strong values. His philosophy, "Education is the foundation, but character is the building that stands the test of time," reflects his focus on holistic development.

## Championing Innovation and Entrepreneurship

With a vision beyond traditional education, He spearheaded the JECRC Incubation Centre, securing ₹10 crore in government funding. He fosters a culture of innovation, encouraging students to create solutions rather than just seek jobs. His principle, "Empowering others to find their purpose," defines this initiative, making JECRC a hub for startups and groundbreaking ideas.
Aashayein – Transforming Lives with Compassion.



## A Family Man with Strong Values

Beyond his professional accomplishments, Arpit Agrawal is a devoted father to three daughters and finds inspiration in his father, elder brother, and nephew. His family's unwavering support fuels his mission of creating a lasting impact that echoes through generations.

## A Leader Who Inspires, Empowers, and Transforms Lives

Arpit Agrawal's life is dedicated to building communities, empowering individuals, and fostering innovation. His leadership embodies vision, compassion, and action, making him a true inspiration for future generations.
From the JIC and JECRC family, we celebrate Arpit Agrawal – The One whose journey continues to inspire, empower, and transform lives.

# Maakhana
## A Dream Served on a Plate



### ➤ From Hunger to Hope: The Birth of MaaKhana

In October 2024, at JECRC, amidst exams and sleepless nights, one struggle stood out—tasteless, unhealthy food. Every meal felt like a compromise, a distant echo of home. But this frustration sparked a thought: What if no one away from home had to feel this way again? What if every bite carried the warmth, love, and nostalgia of home?

MaaKhana was born not just out of hunger but from a desire to nourish souls.

### ➤ The First Step: An Idea Finds Its Wings

Like a seed needs the right soil to sprout, Maakhana began with the courage to act. A passionate team of JECRC students & Hemansh Joshi (Founder) united to share healthy meals filled with love. After trials and debates, Maakhana emerged—a name that captured not just food but warmth, care, and a mother's love in every meal.

### ➤ Testing the Waters: SIH & UbuCon Asia

Before taking its first real step, Maakhana tested its spirit at **SIH and UbuCon Asia.** SIH helped them reach their first audience, gauging real reactions, while UbuCon Asia introduced them to a global stage. Watching people relish their meals and share their longing for home-cooked food, they realized—Maakhana wasn't just a startup; it was a necessity.

*From Rejection to Resilience*

The road to success wasn't a smooth one. When the team pitched their idea at the Manipal Startup Weekend Jaipur, they were met with rejection.

**"This is a copied idea. It won't work,"** **the investors said. It was a blow, a moment of doubt. But where others saw a dead end, the team saw a redirection. Maakhana wasn't just about food delivery—it was about emotional nourishment. Their mission was clear, and if the world didn't see it yet, they would make them see.**

**A Seed of Belief: The Turning Point**

Amidst the rejections, there was one moment that fuelled their fire—the support of **Shri Arpit Agrawal Sir, Director of JECRC,** who believed in their vision and offered a **seed fund of 1 lakh.** It wasn't just money—it was hope. It was proof that someone shared their belief that the dream was worth pursuing. With this support, Maakhana could finally transform from a mere idea into reality.

➤ **Cooking Up a Revolution**

The seed fund was the spark, but the team's passion was the fuel that kept the fire burning. They worked tirelessly, brainstorming ideas till the early hours of the morning. The first Maakhana Meal boxes were ordered. Recipes were perfected through trial and error, testing flavours until they got it just right. They weren't just cooking meals—they were cooking up a revolution.

Every late-night brainstorming session was fueled by passion, with ideas flowing faster than sleep-deprived yawns. The team hustled through 4 AM pamphlet distributions, running across campus to spread the word before sunrise. Social media campaigns became their digital battlefield, where every post, reel, and story aimed to turn curiosity into customers. With relentless dedication, they weren't just building a startup—they were building a movement.

The moment arrived, the first meal was packed with love and sent out. The anticipation was intense. Would it feel like home? Then came the first smile, the first thank you—it was all worth it.

Maakhana isn't just delivering food; it's delivering comfort. From hand-delivering meals during exams to serving 70+ daily subscribers and 250+ happy customers, 2800+ thali served, Maakhana has grown from an idea to a promise—ensuring no one feels alone, even miles from home

## A Promise for the Future

- Becoming India's largest meal delivery startup, making home-cooked meals accessible to every individual who craves warmth and nourishment.

- Empowering women, especially mothers and homemakers, by involving them in the production and quality control of meals, making Maakhana a truly women-led initiative.

- Healthifying India through nutritious, balanced, and hygienic meals, ensuring that healthy eating becomes a daily habit, not just an occasional choice.

## Conclusion

As they aim for the milestone of 100 Cr, one thing remains certain:

- Maakhana isn't just a business; it's an emotion. It's not just about feeding stomachs—it's about nourishing souls, one meal at a time.

- Because, in the end, it's never just about food. It's about love. And MaaKhana serves that, one plate at a time.

# JECRC UNIVERSITY HEALTHCARE HACKATHON

## INNOVATING FOR A HEALTHIER FUTURE

**36 hrs**

**152 teams**

JECRC University hosted **India's first National Healthcare Hackathon,** bringing together doctors, researchers, engineers, and innovators to transform healthcare through technology. The event celebrated the synergy between medicine and engineering, with the potential for global impact. Visionaries like **Dr. Abdul Ghafur and Dr. Purvish Parikh** contributed to the event's success, reinforcing JECRC's commitment to healthcare innovation. The **36-hour hackathon** is set to generate groundbreaking solutions for society's benefit.

The National Healthcare Hackathon at JECRC University successfully concluded after 36 hours of intense collaboration, bringing together over 152 teams from the medical and engineering sectors. Participants worked tirelessly to address pressing healthcare challenges, guided by expert speakers and Juries. Congratulations to all the teams for their relentless dedication and groundbreaking solutions, which had the potential to make a significant impact on the future of healthcare.

# 10 AI TOOLS

## Synthesia
An AI-powered video creation platform, Synthesia enables users to generate professional-quality videos using AI-generated avatars and voices, simplifying video production for various applications.

## Hemingway Editor
Enhance your writing with AI-powered readability suggestions, making your content clear, concise, and impactful.

## Claude AI
Improves customer support with AI-driven chatbot responses and advanced natural language understanding for seamless interactions.

## VistaCreate
Create stunning designs, social media posts, and presentations with AI-powered design templates and automation.

## Power BI
Transform raw data into meaningful insights with interactive dashboards and AI-powered business intelligence tools.

## SEMRush
Optimize your website and marketing campaigns with AI-driven SEO insights, competitor analysis, and content recommendations.

## Notion AI
Organize tasks, notes, and projects efficiently with AI-assisted knowledge management and productivity features

## Freshsales
Leverage AI-powered sales forecasting and automation to improve lead conversion and Customer Relationship Management.

## Monday.com AI
Automate workflows, track projects, and boost team collaboration with AI-enhanced task management and productivity tools.
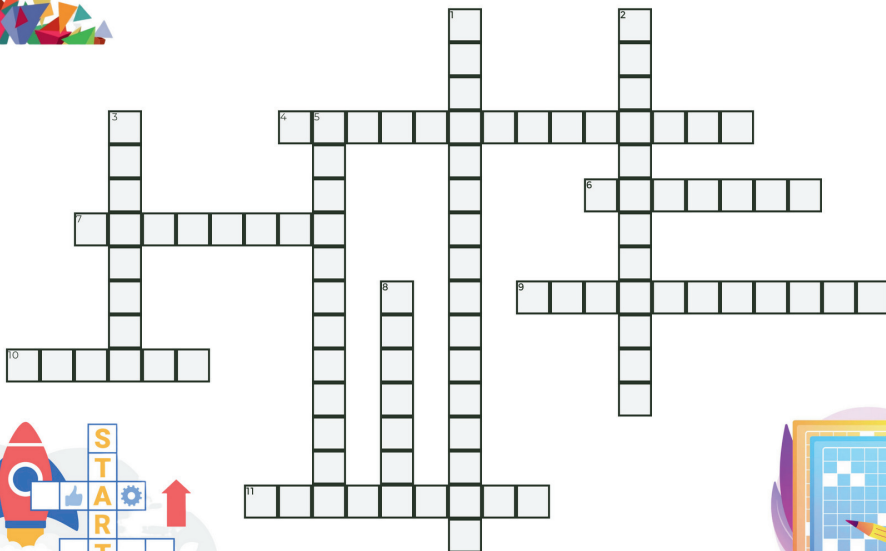
## Copper CRM
Simplify relationship management and sales processes with AI-driven insights and automation, seamlessly integrating with Google Workspace

# CROSSWORD

## Entrepreneurship Special



| DOWN | ACROSS |
|---|---|
| 1. The process of turning an idea into a viable business | 4. The act of investing in early-stage companies in exchange for equity |
| 2. A document outlining a business's goals and strategies | 6. A new business or project undertaken with considerable risk |
| 3. The process of creating a unique identity for a product or company | 7. A person or organization that provides funding for a business |
| 5. A person who starts a business and takes on financial risks to make a profit | 9. A legal entity separate from its owners, often used by entrepreneurs |
| 8. The total amount of money a business earns from sales | 10. A financial plan that estimates income and expenses over a period |
| | 11. The process which leads to superfluous sales |

# WORD INDEX

### Bootstrapping

Building a business using personal finances or revenue from the business rather than relying on external funding.

### Burn Rate

The rate at which a company spends its capital before generating positive cash flow.

### Disruptive Innovation

A new product, service, or business model that significantly alters an existing market by providing a more affordable or accessible alternative.

### Equity Dilution

The reduction in ownership percentage when a company issues new shares, typically to raise capital.

### Scalability

The ability of a business to grow and expand its operations efficiently without a proportional increase in costs.

### Pivot

A strategic change in a company's business model, product, or market focus to improve success chances.

### Market Cannibalization

A situation where a company's new product or service reduces the sales of its existing offerings rather than expanding the market.

### Due Diligence

The process of thoroughly investigating a business, investment, or partner before making a financial or strategic commitment.

### Venture Capital

A type of private equity financing provided to startups and small businesses with high growth potential in exchange for equity.

### Lean Startup

A methodology that emphasizes rapid experimentation, customer feedback, and iterative product development to minimize risks.

# KAILASH SATYARTHI

## NOBEL PEACE LAUREATE

Orient2024

JECRC University had the honor of welcoming Mr. Kailash Satyarthi, Nobel peace laureate and founder of the Satyarthi Movement for global compassion, at Orient'24. with a lifelong commitment to eradicating child labor and exploitation, Mr. Satyarthi has liberated over 130,000 children through the bachpan bachao andolan. His relentless efforts in child rights advocacy have earned him global recognition, including a Guinness World Record for the largest child safeguarding lesson.

During his powerful address to students and parents, he emphasized the importance of compassion, resilience, and lifelong learning. encouraging students to embrace a "World Family" mindset, he urged them to connect with others, understand their struggles, and take action for social good. He highlighted that stepping into university life requires letting go of fears, setting ambitious goals, and staying grounded in one's roots.

Mr. Satyarthi's thought-provoking insights challenged students to think critically, break free from their comfort zones, and fight for what they believe in. He reiterated that child labor fuels poverty, emphasizing the role of young leaders in bringing societal change. His speech left an indelible mark on the audience, inspiring them to become changemakers and innovators.



JECRC University is proud to host such influential thought leaders, reinforcing its commitment to Social Responsibility, Education, And Global Citizenship.

Recognized as one of the world's top HR thought leaders in 2024, she firmly believes that "a diverse and inclusive workplace is key to innovation and success." Her commitment to mentorship and inclusivity has inspired professionals and students alike.

During her session, Ms. Lakshmi emphasized the importance of embracing diversity, fostering an inclusive work culture, and empowering future leaders. she highlighted how organizations that champion inclusivity enhance creativity, collaboration, and business growth.

During her session, Ms. Lakshmi emphasized the importance of embracing diversity, fostering an inclusive work culture, and empowering future leaders. She highlighted how organizations that Champion Inclusivity Enhance Creativity, Collaboration, and Business Growth.

Her message resonated deeply with JECRC's freshers and their families, reinforcing the university's commitment to nurturing future-ready professionals. as an institution dedicated to excellence, JECRC University continues to host thought leaders who inspire the next generation.

# LAXMI C

## SENIOR MANAGING DIRECTOR AND HUMAN RESOURCES LEAD AT ACCENTURE INDIA

Orient'24 has set a remarkable precedent, and we look forward to more insightful sessions that empower students to Embrace Leadership, Innovation, And Inclusivity

JECRC University had the honor of hosting Ms. Lakshmi C, Senior Managing Director and Human Resources lead at Accenture India, during Orient'24. with over 20 years of HR expertise, Ms. Lakshmi has played a pivotal role in shaping human capital strategies, fostering diversity, and driving innovation.

Her journey is not just about one woman but about securing the future of an entire generation. Her inspiration continues to ignite new dreams, shaping a brighter tomorrow.

# 1

## THE SOCIAL NETWORK

The story of Facebook's rise, showcasing innovation, ambition, legal battles, and the complexities of entrepreneurship in the tech world. A must-watch for those interested in startups and corporate power struggles. It highlights how friendships, ethics, and power play a role in shaping billion-dollar companies.

# 2

## The Pursuit of Happyness

A touching true story of perseverance, resilience, and never giving up. Chris Gardner's journey from homelessness to success teaches the power of determination and self-belief in overcoming life's toughest challenges. It's a deeply emotional and inspiring tale that proves hard work and persistence can change one's destiny.

# 3

## MONEYBALL

A data-driven approach to baseball management revolutionizes the sport. Billy Beane's strategic thinking and unconventional methods highlight the importance of analytics, innovation, and resourcefulness in creating success despite financial constraints.

# 10 MO TO

# 4

## THE FOUNDER

The rise of McDonald's through Ray Kroc's vision, persistence, and strategic maneuvers. This film explores ambition, branding, and ethical dilemmas in business expansion, making it an insightful watch for aspiring entrepreneurs.

# 5

## STEVE JOBS

A deep dive into the visionary mind of Steve Jobs, exploring his leadership, perfectionism, and impact on technology. The film showcases product innovation, creative conflicts, and the pursuit of excellence. It offers an inside look at the sacrifices and struggles behind Apple's revolutionary products.

## 6

### THE WOLF OF WALL STREET

A thrilling tale of ambition, sales mastery, and financial success—paired with greed, fraud, and excess. This movie offers both inspiration and a cautionary lesson on ethics in business. It serves as both a guide to persuasion and a warning about the consequences of unchecked ambition.

## 7

### JOY

An inspiring story of overcoming adversity, innovation, and building a business empire. Joy Mangano's journey highlights resilience, product development, and strategic marketing in entrepreneurship. It showcases how belief in an idea and perseverance can break through industry barriers.

## 8

### THE BIG SHORT

A gripping look at the 2008 financial crisis, following investors who saw the collapse coming. It teaches market insights, risk management, and critical thinking in finance. It explains complex financial concepts in a compelling way, making economics both entertaining and educational.
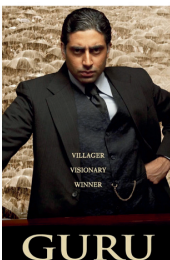
## VIES
## WATCH

## 9

### STARTUP.COM

A real-life documentary about the rise and fall of a dot-com startup, offering invaluable lessons on teamwork, leadership, and navigating the volatile tech industry. It's an eye-opening case study on how rapid growth and internal conflicts can make or break a company.

## 10

### GURU

A powerful story inspired by Dhirubhai Ambani's life, following a small-town man's journey to becoming a business tycoon. It highlights ambition, perseverance, and strategic thinking in entrepreneurship. The film explores the balance between ethics and success, making it a must-watch for aspiring business leaders.

INNOVATION
STRATEGY
SYNERGY RESILIENCE
COMPASSION
DISRUPTION
VALUE CREATION
EMPOWERMENT
INFLUENCE
PERSISTENCE
ADAPTABILITY
MENTORSHIP
TRANSFORMATION
IDEATION
VENTURE
FORESIGHT
VISION
IMPACT
COLLABORATION
AGILITY
GROWTH

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