

September 2021, Issue 3

# ASHINE NIDHI-TBI, SVNIT-SURAT

*The official weekly newsletter of ASHINE NIDHI-TBI at SVNIT - Surat*

## INSIDE THIS WEEK'S ISSUE:

**INTERACTION & WEBINAR WITH HDFC BANK FOR SMART-UP  
VISIT BY FACULTY MEMBER & STUDENTS OF AU & BMU  
SSIP - DESIGN THINKING WORKSHOP  
SSIP - ENTREPRENEURSHIP AWARENESS PROGRAM  
STARTUP DEMO DAY  
INDUSTRY INTERACT WITH NIGAM DESAI**



## RESEARCH, INNOVATION, ENTREPRENEURSHIP

[www.ashine.in](http://www.ashine.in)

Association for Harnessing Innovations and Entrepreneurship (ASHINE) is a Section-8, Not-for-Profit company with a 20,000 sq. ft. Technology Business Incubator (TBI) located at the heart of Sardar Vallabhbhai National Institute of Technology (SVNIT), Surat spread across 250 acres of lush-green campus having all the modern educational and recreational facilities for students, innovators and startups. With an infrastructure that can support 30 tech and non-tech startups and 200 startup enthusiasts from across the nation.

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## INTERACTION WITH HDFC BANK OFFICIALS REGARDING SMART-UP SOLUTION FOR STARTUPS



A team from HDFC Bank visited ASHINE and interacted regarding the various initiatives provided under its Smart-Up initiative. Further, a webinar was carried out by Mr. Parthiv Gandhi, HDFC related to the Smart-Up Smart Solution for Startups. Post the interaction, a webinar was planned for the startups at ASHINE, where it was shared that *"SmartUp is here to assist you in achieving your start-up goals with smart financial tools, smart advisory services, and technology. So, if you have started right now or already moving ahead in your entrepreneurial journey, we have a smart solution for you."*

"HDFC Bank's 'Parivartan', an umbrella for the bank's social initiatives, aims to create sustainable change within communities by addressing their critical needs. Among its other programs, skilling is an area that we recognise as critical to the development of better livelihood options especially for the Youth of India. In line with this program and the "Skill India" Initiative by the Government of India, we endeavour to create a strong entrepreneurship ecosystem that is conducive for the growth of startup businesses in India. Under this initiative, the Bank, through certified Business Incubators, encourages and financially supports select socially inclined startups at crucial stages of their development."

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# WEBINAR BY HDFC BANK ON SMART-UP SOLUTION FOR STARTUPS

7:13 40%

About this call

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IN CALL

- Kalp Bhatt (You) Meeting host
- Arvind Reihailia
- Kinsuk Rohit
- Nikhil Tayade
- PARTHIV GANDHI
- PARTHIV GANDHI (Prese...
- Rasik Gohel
- Rushabh Pancholi -U18M...
- Totam Das
- Tushar Malankiya
- Vivek Bheda

We know what it takes to be a Startup

**HDFC BANK SmartUp**  
A Smart Solution for Startups

RT HIV is presenting

## HNI Meets

Through this initiative of HNI meet, Startups are connected to HNI clients of the Bank to invest in Startups in their personal capacities.

**Story so far**

- 8 HNI meets
- 85 start-ups
- 400+ HNI customers

RT HIV is presenting

## Banking Bundle

Bank SmartUp Product – Banking Suite and more

- SmartUp Alpha Current Account** - Perfect to start your entrepreneurial journey
- SmartUp Growth Current Account** - Tailor made for Growth stage startups
- SmartUp Max Current Account** - Enjoy a range of Preferred Banking

SmartUp Product Suite includes:

- SmartUp Product Suite
- Payment and Collection solutions
- Next Accounts
- Business Credit Cards
- Insurance, assets, benefits and life
- Finance for Startups
- Pre-approved loans
- FD linked Credit card
- Corporate Salary Accounts

## Our value added initiatives

- DISCOUNTS** - Discounts ranging between 20% to 50% for Bank Startups for business support
- 2 PARTNERSHIPS** - Strategic partnerships with Govt. & to support growth of Startup ecosystem
- RTBUY** - Opportunity for B2C Startups to list on SmartBuy each to over 48 million HDFC Bank customers
- 4 HNI MEETS** - Virtual Investor meets with HNI customers of the bank for early stage Startups
- 6 MENTORING** - Startups get mentorship opportunity with seniors at HDFC Bank. Initiative for women (Unnati)
- 6 HDFC Bank CONNECT** - Connecting innovative Startups to relevant business and technology teams at HDFC Bank
- 8 CSR GRANTS** - CSR cash grants provided to innovative Startups working on socio-economic ventures
- 10 VENTURE INVESTMENTS** - Investing high growth Startups working with the Bank

RT HIV is presenting

## Our Alliances

Illustrative, Not Exhaustive

- Tax2win, clearTax, GPK: 15%-25% off
- oVO WORKSPACES, IQWORK: 30%-50% off
- Coaching Spaces: 15% off
- Contant Writing: 15% off
- Lexicon: 15% off
- Training: 15% off
- Upto 20% off
- aws activate, CKDOMAINS: 15% off
- HR LEGICA: 15% off

RT HIV is presenting

## Mentoring

Initiative where senior management from the Bank provide guidance to startup founders. Hold start-ups free of cost.

**200+** Startups have registered via online mentorship program

**48** mentors registered

**HDFC Bank SmartUp Unnati Programme**  
A mentorship program that gives a platform to women entrepreneurs, interact with and get advice from top women leaders at HDFC Bank. The platform is aimed at helping aspiring women entrepreneurs to overcome business challenges and explore opportunities for growth.

RT HIV is presenting

# WEBINAR BY HDFC BANK ON SMART-UP SOLUTION FOR STARTUPS

## HDFC Bank Connect

**CONNECT**

Bank connect is an initiative wherein we connect innovative Fintech companies with relevant business team within the Bank for collaborations

## DEMAT for Startups

Startups

channel with tie-ups with RTA's, NSDL and CDSL

**far**

fully connected ~15 Startups to Demats within the bank

Agri-funding | Digital Innovation | Payments | HDFC Bank Securities Limited

**Talent Litmus**

Game based psychometric test for campus placements

**gnani.ai**

Voice bot platform for businesses

**dedicated support desk**

EXPERTISE IN DEMAT/DEPOSIT SERVICES | POST ACCOUNT OPENING SERVICES

**Fee structure**

1. Joining Fees
2. Annual Fees
3. Corporate Action charges
4. Freezing and un-freezing of securities
5. Transfer of securities
6. Charges for change of RTA
7. Charges for exiting from depository

**HDFC Bank Demat features and benefits**

## CSR Grants

Partner with incubators backed by Department of Science and Technology to support social impact Startups.

## Venture Investments

Bank launched its early stage Startup funding initiative in 2018. As a strategy, the bank would deepen relationship with portfolio companies to facilitate their growth.

**far startups**

₹ 20 crs. | 20 cities | last 4 years

**far : Our Portfolio**

**smallcase**

modern, low-cost, long-term & diversified portfolio products

**Campus Fund**

Campus Fund is India's first and only 'Student' Venture Capital Fund that focuses on supporting student ventures.

**virtuosio**

IT services company that specializes in offering bespoke engineering solutions

**qfix**

qFix is a value-added platform for educational institutes that facilitates fee-collection, MIS, student management and real time generation of admission reports.

**eGramen**

eGramen is an assisted rural e-commerce marketplace which promotes hyperlocal rural e-commerce

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PARTHIV is presenting

**HDFC BANK**

**Our Portfolio**

We have 67 dedicated start-up accounts across 20 key cities in 100+ districts

₹ 8000+ Startups  
₹ 1000+ Crores in total funding

7,800 Startups  
₹ 1000+ Crores in total funding

We sincerely want to work with you to strengthen the Startup ecosystem of the country and make India the finest Startup hub

Thank You

**HDFC BANK**



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# VISIT BY FACULTY MEMBERS & STUDENTS OF AURO UNIVERSITY & BHAGWAN MAHAVIR UNIVERSITY



Pedagogy Interact acts as an interactive platform to the eminent Academic Universities/Institutes for cross-collaboration to develop an effective and innovation focused entrepreneurial ecosystem in the South Gujarat region.

Under Pedagogy Interact, a sensitization session was carried out for the faculty members, startup enthusiasts and students of AURO University and Bhagwan Mahavir University by the team of ASHINE NIDHI-TBI, SVNIT - Surat.

Further, along with the team of ASHINE NIDHI-TBI, SVNIT - Surat. 02 young startup founders namely Mr. Sunny Kabrawala, STAR and Ms. Kriya Doshi, THINK YOUNG carried out the session on Design Thinking as well as the Entrepreneurship Awareness Program.

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# STUDENT STARTUP INNOVATION POLICY DESIGN THINKING WORKSHOP





# STUDENT STARTUP INNOVATION POLICY ENTREPRENEURSHIP AWARENESS PROGRAM





# STARTUP DEMO DAY

STARTUP DEMO DAY 2021: On September 18, 2021 from 11 am to 2 pm - Startup Demo Day acted as a platform for the startups, where a selected 19 startups pitched their startup's to investors and connected with potential advisors. This Demo Day enabled the selected startups to go through multiple rounds of investment with various investors over the period of next 3 months.



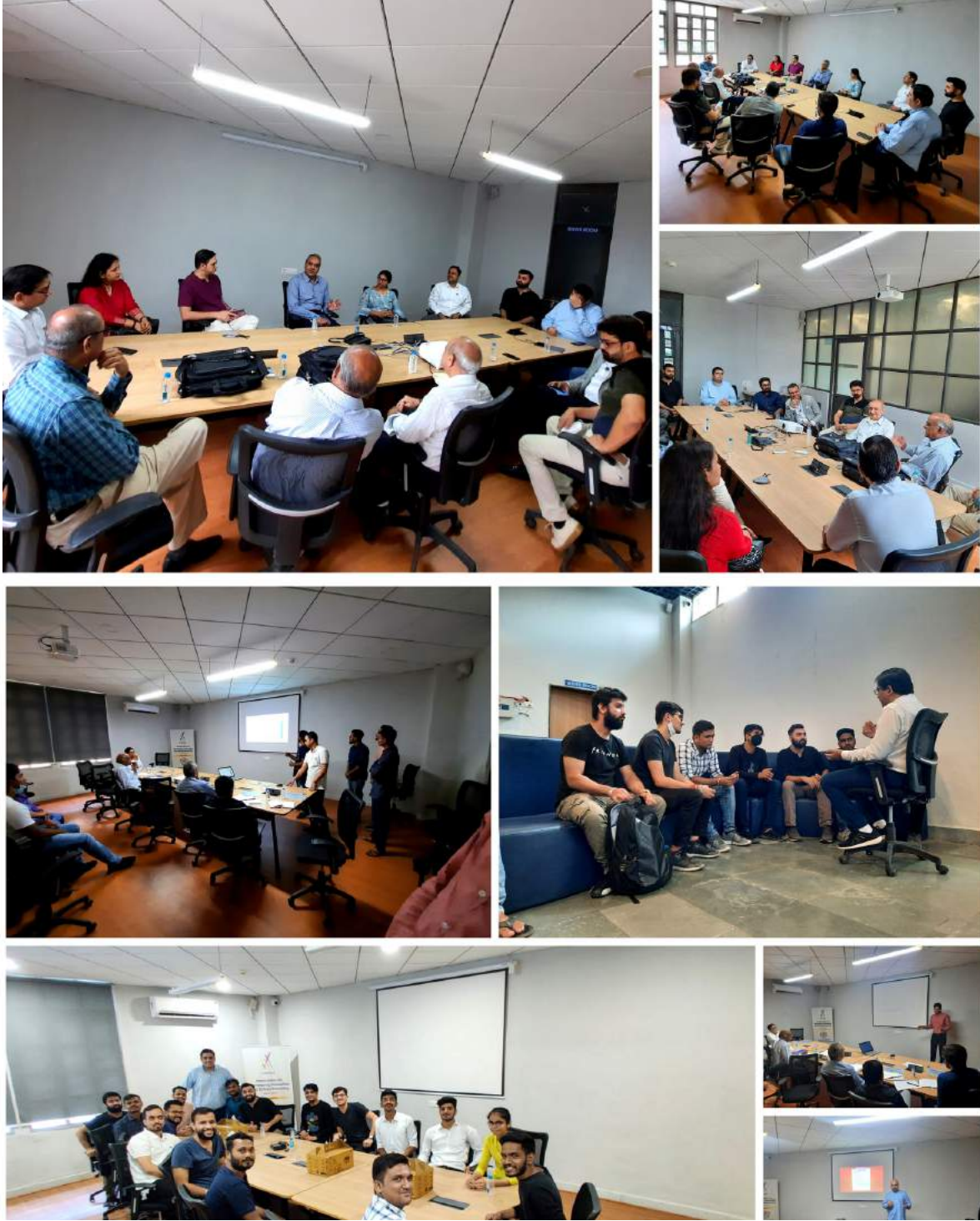


# STARTUP DEMO DAY



# INDUSTRY INTERACT WITH MR. NIGAM DESAI, HEAD - INFORMATION TECHNOLOGY, ASTRAL LIMITED

INDUSTRY INTERACT WITH MR. NIGAM DESAI, HEAD - IT, ASTRAL LTD.: On September 18, 2021, from 3 pm to 5 pm - An interactive exhibition of the startups from the South Gujarat region was planned. These startup founders represented their product/process/service startups to Mr. Desai.





# CONTACT US

Reach out to us and begin your Entrepreneurial journey with ASHINE.



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