

GGSIU/36(01)(11)/DSW/2024-25-295

Date: 17.07.2025

## **NOTICE**

### **Sub: Invitation for Start-Up Plan Competition-ECHO**

Reference letter of Ms Supriya Consul, Project Director, Aatmanirbhar Bharat Centre for Design, L1 Barrack, Red Fort, Delhi Fort forwarded by Worthy Registrar, GGSIP University on the subject cited above (copy attached).

All the Deans/Directors of USS/Centre and Principals/Directors, of Affiliated Institutes are requested to kindly disseminate the above information amongst all students of USS/Centre and Affiliated Colleges for availing the opportunity.

17/7/25

**(Prof. Manpreet Kaur Kang)**  
**Director, Students' Welfare**

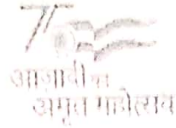
### **Copy to:**

1. All Deans/Directors of USS/Centre and Principals/Directors of Affiliated Institutes with the request to kindly disseminate the above information amongst the all students
2. Project Director, UITS with the request to kindly upload the notice on the University website under the link of Directorate of Students' Welfare
3. AR to HVC for kind information of the Hon'ble Vice Chancellor
4. AR to Registrar for kind information of the Registrar
5. All Notice Board
6. Guard file.

17/7/25

**(Surinder Singh)**  
**Section Officer, SW**





Date: February 23, 2023

To,  
The Vice Chancellor,  
Guru Gobind Singh Indraprastha University,  
GGSIPU, Golf Course Road, Sector 16 C,  
Dwarka, Delhi- 110078, India

इन्दिरा गांधी राष्ट्रीय कला केन्द्र  
कला दर्शन

INDIRA GANDHI NATIONAL CENTRE FOR THE ARTS

Kala Darshana

Janpath Building, Janpath (Near Western Court),  
New Delhi-110 001

Website : [www.ignca.gov.in](http://www.ignca.gov.in)

**Subject: Invitation for Start-Up Plan Competition- ECHO**

Dear Mr. Mahesh Verma,

Indira Gandhi National Centre for the Arts (IGNCA) is an autonomous trust under Ministry of Culture, Government of India. Its mandate is to carry out research, documentation and dissemination of knowledge in the field of Indian Art and Culture.

We are pleased to inform you that IGNCA has set up the Aatmanirbhar Bharat Centre for Design (ABCD) in the L1 Barrack, inside the Red Fort. This one-of-a-kind design centre has been envisioned to pave the way for a sustainable cultural economy derived from the indigenous crafts of India.

ABCD is serving as a platform to facilitate craft development in sync with the current market trends. The projects are being meticulously planned through creative engagements with diverse stakeholders such as artisans, designers, education & research institutes, industry leaders, marketing professionals and relevant ministries. The Centre is providing a robust mentorship program for artisans by enabling design and entrepreneurial skills through trainings from renowned designers and subject matter experts.

To sensitize and engage the budding entrepreneurs and take forward the cause of craft economy, IGNCA is inviting application for an Inter-Institute Start-Up Plan Competition: **Enterprise Creation for Handicrafts Organization (ECHO)**.

This platform of national importance will not only create awareness on importance of the handcrafted arts but will also provide an opportunity to find business solutions derived from first-hand experience with artisan community.

We would request you to circulate this information among aspiring students of your esteemed institute. We are calling upon young innovative minds for a creative start-up plan. The students will get an opportunity to connect with industry stalwarts and potential investors. All the participants will be rewarded with the certificate of participation by IGNCA. The teams selected for the final round will get an opportunity to present their work in front of eminent jury members at L1 Barrack, Red Fort, Delhi. An informative document on ECHO is enclosed herewith. We are also sending you a postal mail of the same.

The business strategist of this project, Kalam Centre will follow up for further details. Feel free to write back for any clarification or contact Mr. Arpit Tewari on +91-852024902 or [aatman@kalamcentre.org](mailto:aatman@kalamcentre.org)

We look forward for active participation of students from your Institution.

Cordially,

Ms. Supriya Consul  
Project Director

Aatmanirbhar Bharat Centre for Design, L1 Barrack, Red Fort, Delhi-110001





## Start- up Plan Competition

### ECHO: Enterprise Creation for Handicrafts Organisation

#### ABOUT PROJECT AATMAN:

Indira Gandhi National Centre for the Arts, Ministry of Culture, Government of India has set up the Aatmanirbhar Bharat Centre for Design with the objective to empower the indigenous craftsmen of India and to establish an international presence for their artworks. This Centre, named as Project Aatman is housed at an old barrack constructed in the year 1861 in the Red Fort premises, a site of national importance representing our rich past and culture.

What is strikingly outstanding about this Centre is its philosophy to facilitate a self-reliant India, a mission led by the Honorable Prime Minister of India in relation to the economic development of the country. Due to rapid global industrialization and technological advancement, the traditional handicraft sector has suffered a setback in the competing markets of today. To sustain, the crafts need to be molded in a form that is in-sync with evolved needs and preferences of urban consumers. Therefore, it has become necessary to facilitate innovation in crafts that will lead to creation of interesting juxtaposition of traditional skills and contemporary taste. This Centre will not only reinvent the craft sector, but will also provide economic stability and livelihood to the people associated with it.

The key focus areas of this Centre include the aspects of 'Vocal for Local' and 'Make in India'. Handicraft and Handloom of India are the mainstay of our rural economy, generating employment across the country in significantly large numbers. This Centre, being retrofitted for adaptive reuse, has been envisioned to facilitate craft development through new design innovations in sync with current trends for a niche market.

#### ABOUT ECHO:

ECHO, a start- up plan competition is being organised to encourage budding entrepreneurial minds from business schools to participate and contribute for development of crafts. This platform will create awareness about the rich cultural heritage of the country among students and allow them to consider crafts sector as a possible career option. Through this competition, students will explore addressing craft forms that will be incubated at ABCD over the course of time. In order to deliver innovative feasible solutions, selected students will get an opportunity to interact with artisans and understand the pressing challenges faced by them. The students will get an opportunity to pitch their business ideas to industry stalwarts and potential investors. A set of selected business plans will be taken forward as artisan-led craft

enterprises through partner CSR programs and government initiatives for their sustainable development.

### 1. COMPETITION BRIEF:

Each participating team will be required to formulate a business plan for building a craft-based enterprise.

Please refer the document- 'Craft forms at ABCD' with the list of crafts forms under consideration.

### 2. COMPONENTS OF THE BUSINESS PLAN

The teams will be asked to submit a document of their work addressing 10 components of a business plan. The components to address during each round will differ. The major components are mentioned below:

No.	Area
1	Summary of the Business idea and the reason for selecting the specific craft from
2	Aim of the Business
3	Details about the offering
4	Market Analysis
5	Competitive Differentiation
6	Sales and Marketing Plan
7	Operating Strategy
8	Management Team
9	Financial Highlights
10	Conclusion

Table 1: Components of the Business Plan

### 3. COMPETITION STRUCTURE:

The registered team can select any single craft form from the list shared in the document- 'Craft forms at ABCD' and work towards formulating a business plan by designing various components of the same as mentioned in Point- 2.

The interested students can register the teams using the link:

<https://tinyurl.com/IGNCA-ECHO>

The competition will be conducted in three rounds. The Jury Port will evaluate the work done by students after each round. The specifics of each round are outlined below:



Ministry of Culture  
Government of India

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- i. First Round: The first round will be conducted in an online mode. Participants are required to submit a ppt comprising of components 1 to 5 as mentioned in Table 1: Components of the Business Plan. The teams will submit the work through a link provided.  
**Last Date of Submission: March 20, 2023**
- ii. Second Round: The Second round will be conducted in an online mode. The teams eligible for second round can plan a visit to Project Aatman, Red Fort. The teams are required to present their work in a virtual meeting. The meeting link will be shared with selected teams. The teams are required to present components 1 to 10 as mentioned in Table 1.  
**Date for Presentation: April 03, 2023.**
- iii. Third Round: The final round will be conducted at L1 Barrack, Red Fort, Delhi. The shortlisted teams will be required to present their work in front of eminent jury members. The presentation will be followed by Q&A Session. **Date for Presentation at the Red Fort: April 12, 2023.**

#### 4. GUIDELINES:

- i. Each team must comprise of minimum 2 and maximum 5 members only.
- ii. The allotted time for presentation will be 10 minutes.
- iii. The teams will be required to make a presentation in the given format. Please refer to points.
- iv. For third/final round, the presentation should not be more than 10 slides. (Excluding the first slide and the last slide).
- iv. Each round will be an elimination round.
- v. The decision of the jury will be binding for all.

#### 5. PRIZES:

- Each team will be rewarded with the Certificate of Participation by IGNCA, Ministry of Culture, Government of India.
- The Top 3 Teams will be rewarded with cash prizes.