



# VRITIKA

A Women Centric Incubation Program

# PROFILE





# 84A'S CREATIVE STUDIO

## Legal Name: 84A'S CREATIVE STUDIO

**Registered Address:** HOUSE NO. 44-4 JAGGI COLONY, JANDOLI, RAJPURA, DISTRICT PATIALA (PUNJAB)

**Date of Incorporation:** Partnership

**CIN:** N/A

**Startup India:** N/A

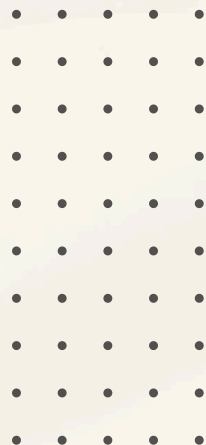
**MSME Udyam:** UDYAM-PB-17-0079998

**Industry:** Handicrafts

**Sector:** Art & Crafts

**Name of Founder:** Ms. Neeti Chaurasia

**Designation:** Founder



## About Us

84A's Creative Studio is a sustainable home decor company focused on addressing waste generation in the industry by offering upcycled alternatives. Specializing in eco-friendly flower pots, they repurpose waste materials like recycled paper and coarse sand to create unique, environmentally conscious products.


By replacing traditional materials such as plastic, ceramic, and metal, 84A's provides a sustainable solution that appeals to both design-conscious customers and those seeking affordable, eco-friendly home decor. Their mission is to reduce the environmental footprint of home decor while offering customizable options that cater to personal and corporate needs.




## Product

- Eco-friendly flower pots

## Contact

+91 9417863679 

84acreativestudio@gmail.com 

NA 

Punjab, Patiala - 140401 



# HÜUGA

**Legal Name: ARACKNOID NEXUS LABS PRIVATE LIMITED**

**Registered Address:** 103/66, Madhyam Marg, Mansarovar, Jaipur, Mansarovar, Jaipur, Jaipur, Rajasthan, India, 302020

**Date of Incorporation:** 07 March 2024

**CIN:** U62013RJ2024PTC093173

**Startup India:** NA

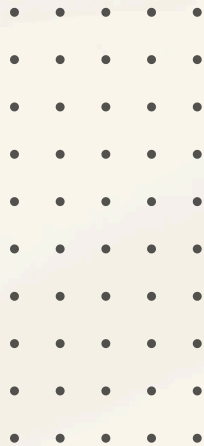
**MSME Udyam:** NA

**Industry:** Health & Wellness

**Sector:** Health

**Name of Founder:** Ms. Sandhita Agarwal

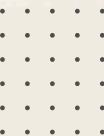
**Designation:** Founder



## About Us

Hüuga is a gamified mental health platform that leverages advanced AI and blockchain technology to deliver personalized mental health support. The app offers AI-driven chatbots, evidence-based therapies like CBT and EMDR, as well as mental health check-ins to promote well-being. Users can engage in peer support and group therapy, fostering a sense of community.

Hüuga's gamified elements enhance user engagement, making mental health management both effective and enjoyable. With robust data privacy measures through blockchain, Hüuga ensures the security of user information, providing a comprehensive and interactive approach to mental health care.



## Product

- Social connect platform for Mental Well Being

## Contact

+91 8971828778

sandhita8mi@gmail.com

<https://www.huuga.ai>

Rajasthan, India, 302020



# HOBBYFI

**Legal Name: CLAM.AI VENTURE PRIVATE LIMITED**

**Registered Address:** P No A8 Swej Farm, New Sanganer Road, Jaipur R.s., Jaipur, Jaipur, Rajasthan, India, 302006

**Date of Incorporation:** 04 December 2023

**CIN:** U82990RJ2023PTC091416

**Startup India:** DIPPI62227

**MSME Udyam:** NA

**Industry:** Skill Development

**Sector:** Education

**Name of Founder:** Ms. Varsha Sharma

**Designation:** Founder

## About Us

Hobbyfi is a mobile aggregator marketplace app that connects users with service providers to discover and learn a wide range of hobbies, including sports, fitness, and performing arts. With its integrated booking CRM, the platform simplifies hobby discovery and learning. In addition to modern hobbies, Hobbyfi also promotes traditional art forms by connecting users with skilled artisans.

The platform plans to expand with a shop feature, allowing artisans to sell their handcrafted products, creating a comprehensive experience that supports both learning and the preservation of artisanal crafts. Hobbyfi aims to make hobbies accessible while fostering cultural heritage.

## Product

- SAAS platform for hobby & skill development

## Contact

+91 9079373299

des.rangeela@gmail.com

www.hobbyfi.in

Rajasthan, India, 302006





# DES RANGEELA HERITAGE

**Legal Name: DES RANGEELA HERITAGE PRIVATE LIMITED**

**Registered Address:** SR 19 RATNADIP COLA/P THERGAON TQ MULSHI  
NA PUNE Pune - 411044 Maharashtra - India

**Date of Incorporation:** 22 June 2022

**CIN:** U51909PN2022PTC212397

**Startup India:** DIPPI30623

**MSME Udyam:** UDYAM-MH-26-0435081

**Industry:** Handicraft

**Sector:** Art & Crafts

**Name of Founder:** Ms. Ishwari Pawar

**Designation:** Founder

## About Us

Des Rangeela is a luxury e-commerce platform that promotes Geographical Indicator (GI) tagged products, merging tradition with technology. It offers a curated selection of handcrafted, eco-friendly lifestyle and designer items, such as heritage jewelry and home décor, while ensuring the welfare of artisans.

By leveraging AI, digital marketing, and sustainability practices, Des Rangeela aims to revitalize the Indian handicrafts industry. It also operates a YouTube channel and magazine that shares artisans' stories and showcases GI products. With a mission to create sustainable livelihoods, the company donates 1% of profits to GI-focused art schools.

## Product

- GI based products
- Handicraft products

## Contact

+91 9822907636

des.rangeela@gmail.com

NA

Pune - 411044 Maharashtra - India



# GARGI AUTOMATED & ROBOTIC GADGET

**Legal Name:** GARGI AUTOMATED & ROBOTIC GADGET INDUSTRIES PRIVATE LIMITED

**Registered Address:** C/o Tima Babu, Phase Iii, Andeisahi, Bhairapur, Cuttack, Jagatpur, Orissa, India, 754200

**Date of Incorporation:** 11 December 2023

**CIN:** U32509OD2023PTC044502

**Startup India:** DIPPI54745

**MSME Udyam:** UDYAM-OD-07-0046119

**Industry:** Health Tech

**Sector:** Health

**Name of Founder:** Ms. Shital Zemané

**Designation:** Founder

## About Us


GARGI Automated & Robotic Gadget Industries Private Limited is a forward-thinking startup dedicated to creating advanced technological solutions for individuals with physical disabilities. By leveraging robotics and automation, GARGI designs innovative assistive devices that enhance mobility and independence, improving the quality of life for its users.

The company's mission is to revolutionize the disability aid industry with affordable, customized solutions that address accessibility challenges. With a strong commitment to inclusivity and cutting-edge technology, GARGI aims to empower individuals with disabilities, helping them lead more autonomous and fulfilling lives.

## Product


- Portable & convertible wheel chair

## Contact

+91 9937463409 

shitalctc@gmail.com 

NA 

Jagatpur, Orissa, India, 754200 



# KNAWLECE

**Legal Name: KNAWLECE MITRA PRIVATE LIMITED**

**Registered Address:** Plot No.210/1266/2463, Mahadev Nagar, Rd-5, Laxmisagar (khorda), Khorda, Bhubaneswar, Orissa, India, 751006

**Date of Incorporation:** 02 August 2024

**CIN:** U85500OD2024PTC046508

**Startup India:** DIPPI75518

**MSME Udyam:** NA

**Industry:** Skill Development

**Sector:** Education

**Name of Founder:** Ms. Khusi Murmu

**Designation:** Founder

## About Us


Knowlece is an innovative platform designed to offer high-quality, bite-sized educational videos across a variety of subjects, including science, technology, business, and arts. It is going to provides personalized recommendations through advanced algorithms, making learning efficient and engaging for users.


The platform fosters an interactive community where users can connect with creators, ask questions, and explore deeper learning opportunities. Knowlece also empowers content creators by offering a monetization model, encouraging the production of high-quality educational content. With its focus on accessible, curated content, Knowlece aims to revolutionize the way people learn in the digital age.

## Product


- Social media platform for knowledge share

## Contact

+91 9938294661 

khushi.murmu07@gmail.com 

NA 

Bhubaneswar, Orissa, India, 751006 



# ECOGATHA

**Legal Name: MAAVNI SERVICES PRIVATE LIMITED**

**Registered Address:** 301, Ratna Castle Flat 3, Floor Bapujinagar,  
Airport (khorda), Khorda, Bhubaneswar, Orissa, India, 751020

**Date of Incorporation:** 18 May 2023

**CIN:** U47912OD2023PTC042685

**Startup India:** DIPPI64736

**MSME Udyam:** UDYAM-OD-19-0068897

**Industry:** Handicraft

**Sector:** Art & Crafts

**Name of Founder:** Ms. Smaranika Mohapatra

**Designation:** Founder

## About Us


Eco Gatha is a craft startup from Odisha that specializes in creating sustainable, Indian art and culture-inspired gifting products for both B2C and B2B clients. Focused on environmental stewardship and cultural preservation, Eco Gatha offers unique alternatives to conventional gifts, promoting conscious consumerism. The brand curates a wide range of handcrafted products, from reclaimed wood home decor to ethically sourced fashion accessories, all crafted with precision and care by skilled artisans.


Through its eco-friendly products, Eco Gatha aims to empower local communities while celebrating the beauty of traditional Indian craftsmanship.


## Product

- Handicraft & sustainable products

## Contact

+91 8073600397 

Maavniservices@gmail.com 

<https://ecogatha.com> 

Bhubaneswar, Orissa, India, 751020 



# INAAYAT JEWELS

**Legal Name: METAMORPHOSIS LIFESTYLE PRIVATE LIMITED**

**Registered Address:** C/o Sri. Neel Kamal, Singhi Dalan city, Patna  
City, Patna, Bihar, India - 800008

**Date of Incorporation:** 12 January 2022

**CIN:** U52100BR2022PTC055958

**Startup India:** DIPP98776

**MSME Udyam:** UDYAM-BR-26-0042009

**Industry:** Handicraft

**Sector:** Art & Crafts

**Name of Founder:** Ms. Simran Juneja

**Designation:** Founder



## About Us

Inaayat Jewels is a premium silver jewelry brand that brings global recognition to locally crafted, authentic silver pieces from India. The brand is dedicated to preserving traditional craftsmanship while offering contemporary designs that appeal to modern, design-conscious customers. Specializing in 925 silver, Inaayat Jewels creates unique and high-quality jewelry, including anklets, bracelets, earrings, and necklaces.


With a strong focus on authenticity, exclusivity, and value appreciation, the brand aims to fill the market gap between gold and imitation jewelry. Inaayat Jewels has garnered attention through celebrity collaborations and a growing global customer base.




## Product


- Locally crafted premium silver jeweleries

## Contact

+91 9334173743 

Contact@inaayatjewels.com 

www.inaayatjewels.com 

Bihar, India - 800008 



ĀGATI



# AGATI DESIGN STORE

**Legal Name: MJBHADRA DESIGN PRIVATE LIMITED**

**Registered Address:** 6/3 RK Prasad chawl kaju,wadi LBS Marg  
Ghatkopar w,Mumbai,Mumbai,Maharashtra,India-400084

**Date of Incorporation:** 12 August 2024

**CIN:** U13139MH2024PTC430514

**Startup India:** NA

**MSME Udyam:** NA

**Industry:** Fashion

**Sector:** Livelihood

**Name of Founder:** Ms. Krishna Bhadra

**Designation:** Founder

## About Us


Agati is a slow fashion apparel brand dedicated to crafting contemporary women's formal wear using Khadi, a traditional handspun fabric. As an artisan-based brand, we emphasize hand-printed and hand-embroidered designs, blending timeless craftsmanship with modern aesthetics. Our mission revolves around creating affordable, sustainable fashion that celebrates heritage while meeting the needs of the conscious consumer.


At Agati, we are committed to promoting ethical practices, supporting local artisans, and offering distinctive, eco-friendly clothing that reflects both style and responsibility.

## Product


- Traditional khadi apparels

## Contact

+91 9653376446 

contact.agati@gmail.com 

agati.co.in 

Maharashtra,India-400084 





# KALAKART

**Legal Name: PAZ FARMING AND SOLUTIONS PRIVATE LIMITED**

**Registered Address:** HIG-2/107, SATYASAI ENCLAVE NEAR AMRI HOSPITAL, KHANDAGIRI, BHUBANESWAR, Orissa, India - 751030

**Date of Incorporation:** 06 April 2017

**CIN:** U01114OR2017PTC026840

**Startup India:** DIPPI12748

**MSME Udyam:** UDYAM-OD-19-0006987

**Industry:** Handicraft

**Sector:** Art & Crafts

**Name of Founder:** Ms. Anisha Adyasha Sahoo

**Designation:** Founder

## About Us

KalaKart is an artisan-centric brand dedicated to promoting the authentic traditional handicrafts and handlooms of Odisha. Founded with a mission to showcase and preserve India's rich heritage of craftsmanship, KalaKart partners directly with artisans to produce high-quality, authentic products. By highlighting the stories behind each handcrafted item, the brand fosters a deep connection between buyers and the craftspeople.

KalaKart aims to bring Indian handicrafts and textiles to a global audience, ensuring both the cultural preservation and sustainable livelihoods of the artisans involved.

## Product

- Unique handicraft products

## Contact

+91 9938887599

team@thekalakart.com

<https://thekalakart.in/>

BHUBANESWAR, Orissa, India - 751030



# TRIBE & TALES

**Legal Name: SATVIKVAN PRIVATE LIMITED**

**Registered Address:** H.NO. 609A, SECTOR 21 D FARIDABAD FARIDABAD  
NIT FARIDABAD FARIDABAD HR 121001 IN

**Date of Incorporation:** 04 March 2024

**CIN:** U01492HR2024PTC119487

**Startup India:** NA

**MSME Udyam:** UDYAM-HR-03-0064465

**Industry:** Food

**Sector:** Food & Nutrition

**Name of Founder:** Ms. Dhara Parihar

**Designation:** Founder

## About Us

Tribe & Tales is committed to supporting the work of India's tribal farmers and ensuring easier access to high-quality, chemical and pesticide-free produce. Partnerships are formed with tribal farmers from the Eastern Ghats, where traditional and sustainable farming methods, passed down through generations, are used.

Through Tribe & Tales, their produce is brought to urban consumers, allowing access to clean, nutritious food. In doing so, the rich cultural heritage of the tribes is preserved, and fair compensation is provided to the farmers, promoting both sustainability and healthier lifestyles for consumers.

## Product

- Natural food products from eastern ghats

## Contact

+91 9599272069

dharaparihar89@gmail.com

NA

FARIDABAD HR 121001 IN



# UTKALAA

**Legal Name: UTKRITI ARTISANS PRIVATE LIMITED**

**Registered Address:** PLOT NO-78,79 GOVT FISHERY LANE, PO-BUDHESWARI, BHUBANESWAR, Orissa, India - 751006

**Date of Incorporation:** 17 September 2018

**CIN:** U20231OR2018PTC029464

**Startup India:** NA

**MSME Udyam:** UDYAM-OD-19-0015024

**Industry:** Handicraft

**Sector:** Art & Crafts

**Name of Founder:** Ms. Ushasi Rath

**Designation:** Founder

## About Us


Utkalaa is an initiative focused on creating trendy products using traditional techniques with a mission to produce eco-friendly utility and home decor items. The brand specializes in crafting Odisha-inspired souvenirs such as curated palm leaf boxes, MDF art boxes, coaster sets, fridge magnets, and customized fabric bags. Utkalaa's product range also includes vanity bags and spectacle covers, all made with the finest craftsmanship.


Primarily employing women, Utkalaa also collaborates with skilled artists for exclusive orders. The brand aims to grow by blending tradition with modern design.

## Product

- Unique handicraft products

## Contact

+91 8850792110 

ushasirath1@gmail.com 

NA 

BHUBANESWAR, Orissa, India - 751006 



# **ATAL INCUBATION CENTRE**

**NALANDA INSTITUTE OF TECHNOLOGY FOUNDATION**

**AIC-NALANDA INSTITUTE OF TECHNOLOGY FOUNDATION**

**Buddhist Villa, Chandaka, Bhubaneswar, Odisha-754005**

**Phone: +91-91784 55100, email: [ceo@aicnalanda.com](mailto:ceo@aicnalanda.com)**

**[www.aicnalanda.com](http://www.aicnalanda.com)** |

