RP - Sanjiv Goenka Group
Growing Legacies

IMI
INTERNATIONAL MANAGEMENT INSTITUTE
KOLKATA

International Management Institute, Kolkata

New Venture Development

2022-23

S. No	Team Name	Product/ Service Name	Sector	About Business Idea
1	Sphinx	Wheel-e	Automobile	The Wheel-e envisions a rental bike service that caters to the needs of various customer segments in the community. We recognize that conventional car rentals can be exorbitant, prompting us to offer an affordable alternative. We aim to assist shop owners who require periodic bike deliveries but are deterred by the high upfront costs associated with purchasing. For them, our service becomes a practical and cost-effective solution.
2	Pots N Lots	Pots N Lots	Pottery	"Pots 'N' Lots,' ' ventures into the world of pottery with a unique blend of tradition, innovation, and social responsibility. We've identified a critical need within the pottery industry: the economic upliftment of roadside potters and the desire of modern consumers for unique, handcrafted pottery. It serves as a bridge, connecting traditional Indian pottery craftsmanship with contemporary markets through an online platform. Our strengths lie in our commitment to artisans, customization, and sustainability. Frequently disregarded, roadside potters have a rich cultural history. Contemporary buyers desire for distinctive, eco-friendly ceramics. It's about more than simply pots—it's about honouring history, helping craftspeople, and satisfying modern consumers' needs.
3	The Green Team	Prakritik Uphaar	Organic Food	Prakritik Uphaar, a trailblazing venture, is steadfast in its commitment to offering sustainable and eco-friendly gifting solutions within the Indian market. Our core mission is to advocate for environmentally responsible choices while commemorating special occasions with heartfelt gifts. Since our inception, we have made significant strides in laying a robust foundation for our business.
4	Visionaries	HOME'OLUTIONS	Domestic Services	HOME'OLUTIONS is an innovative, customer-focused startup that aims to revolutionize the domestic service industry with its online domestic maid and other subsidiary units' service platform.

				Our mission is to provide hassle-free, easy-to-use, reliable, and high-quality maid services to common urban households across Kolkata and West Bengal. With the convenience of modern aspects such as technology and a commitment to excellence, we strive to become the preferred choice for those households seeking trusted cleaning and domestic assistance.
5	TimberWolves	SANS Enterprises Pvt. Ltd	Recycling	At SANS Enterprises Pvt Ltd our business is centered on the innovative concept of creating a sustainable venture that addresses critical challenges associated with the production and use of High-Density Polyethylene (HDPE). By establishing a facility for reprocessing and recycling plastic scraps, particularly HDPE, into reprocessed granules, we aim to contribute significantly to environmental sustainability and cost-effectiveness within the plastics industry.
6	The Wow Creare	The Wow Creare	Sustainable Waste Management	Wow Creare envisions a world where waste is not merely a burden but a valuable resource waiting to be tapped. We believe that the path to sustainability lies in reimagining waste as an opportunity rather than a problem. Our vision is two-fold: first, to collect reusable waste materials from households, and later, from industries, and second, to channel these materials to cottage industries, enabling them to craft exquisite artistic products. These products, born from the synergy of innovation and craftsmanship, will find their way to the discerning homes of our customers both online and offline.
7	The Grand	The Grand Zero	Textile	Grand Zero is a one-stop destination for unique and customized t-shirts. It offers a wide variety of t-shirts of various colours and styles made with high-quality materials and are sure to last for years to come.
8	Venture Maniacs	Indykraft-Essence of India/Eponic Supply	Bags	Indykraft stands as a trailblazing venture at the intersection of style, sustainability, and personalization within the realm of eco-friendly fashion. Specializing predominantly in jute products, Indykraft/Eponic Supply offers a diverse and customizable range encompassing bags, accessories, and home décor items. By expertly melding environmental consciousness with bespoke fashion, Indykraft is poised to transform the landscape of sustainable fashion, reshaping the way individuals perceive and interact with eco-friendly products.
				Dairy-Free Delight, a pioneering startup in the dairy

9	The Veganians	Vegan Milk Products	Dairy	alternatives industry, is on a mission to revolutionize the landscape with its flagship product: almond milk. This venture's visionary approach addresses multiple pressing needs in the market. It caters to health-conscious consumers seeking low-calorie, cholesterol-free options while accommodating those with dairy allergies or lactose intolerance. Embracing the surge in veganism and sustainability, Dairy-Free Delight offers a vegan-friendly, environmentally responsible choice. What sets this brand apart is its unwavering commitment to flavor innovation, transparency, and community engagement, creating a unique, premium positioning.