

Our Startup Cell

As our young students are prepared to make their way through the fashion and related industries in the post Covid - 19 times, we at NIFT prepare ourselves to guide them through successfully. Entrepreneurship emerges as a lucrative and creatively satisfying endeavour in the current scenario. Start-ups will become increasingly important in the coming days in the generation of productive employment and the economy's overall growth. Start ups also become imperative in the wake of several new measures like *Atma Nirbhar Bharat* for tackling the post Covid-19 situations in continuation to the ongoing programmes like Make in India, Skill India, Digital India and Startup, etc. introduced by the Central Government.

Furthering this cause, NIFT Bhubaneswar launches a Start-Up Cell to mentor and support all the interested young entrepreneurs in building and sustaining their start-up ventures. In its short history, we are happy and proud of our 21 alumni who have already taken the uncommon path of setting up their start-up enterprise and are doing well.

The cell is currently guiding them to explore various vistas, connect with artisans, help in design intervention and work on their communication strategies. The cell recently also helped the alumni apply for various projects, first of them being 'PRATIBHA' in collaboration with the Ministry of Electronics and Information Technology (MEITY) for creating a Digital platform for Craft and Rural businesses. The project aims to encourage young entrepreneurs to collaborate with artisans to develop co-owned, sustainable, creative and cultural enterprises.

If any alumni or final year students have a business idea and want to take it up seriously, contact us at startup.bhubaneswar@nift.ac.in.

We are looking forward to hearing your ideas and discussing the way forward.
