



**gusec**

# herSTART

**4<sup>th</sup> edition**  
**herSTART Program**

## Impact Report

October 2024 - August 2025

Accelerator partner:



Supported by:



# *about* **herSTART**

herSTART is a flagship initiative by Gujarat University Startup and Entrepreneurship Council (GUSEC) dedicated to empowering women entrepreneurs. Launched in 2019, it provides women-led startups with mentorship, funding opportunities, and networking platforms to turn innovative ideas into successful ventures.

Inaugurated by **Hon'ble President of India Smt Droupadi Murmu** in the year 2022, the platform has successfully created a robust ecosystem for women-led startups to grow and scale, aligning with both Government of India's Startup India vision and the Government of Gujarat's policy focus on innovation and entrepreneurship.



**Incubator**



**Accelerator**



**Community**



*Glimpse of the launch of herSTART Platform by **Hon'ble President of India, Smt Droupadi Murmu along with the Governor of Gujarat, Chief Minister of Gujarat and Education Minister of Gujarat** in the year 2022*

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*The Department of Promotion of Industry and Internal Trade (DPIIT) of the Government of India recognised herSTART as a key driving force of the Gujarat startup ecosystem in its States' Startup Ranking Framework Report 2022.*

# Overall Impact

- **530+**  
WOMEN-LED STARTUPS  
SUPPORTED
- **15000+**  
WOMEN SENSITISED
- **980Cr+**  
REVENUE GENERATED  
BY STARTUPS
- **2000+**  
JOBS CREATED  
BY STARTUPS
- **85+**  
IPR FILED

## Our Patrons:



Department of  
Science & Technology



Industries Commissionerate  
Government of Gujarat



Education Department  
Government of Gujarat

**N.S.T.E.D.B**

DST, MINISTRY OF SCIENCE AND TECHNOLOGY  
GOVT. OF INDIA



#startupindia



**SSIP**



To Serve Micro, Small &  
Medium Enterprises

# Launch herSTART

## Fourth edition

On **October 23, 2024**, GUSEC, in partnership with UNICEF and SBI Mutual Funds, launched the fourth edition of herSTART.

The event was inaugurated by Shri Amit Thaker (MLA, Ahmedabad-Gujarat) as the Chief Guest, alongside esteemed dignitaries Mr. Prasanta Das (Chief Field Officer, UNICEF Gujarat Office), Mr. Chiranjiv Patel (MD, PC Snehal Group), Mr. Pathik Patwari (Director, Nexus Group), and Mr. Srinivisa Rao Sureddi (CEO, GUSEC).

Following the launch, GUSEC began inviting applications from across the nation, with a special focus on Tier 2 and Tier 3 cities. With support from state incubators and startup communities as outreach partners, the fourth edition received an overwhelming response, garnering nearly 1,100 applications.



*glimpse*

# **herSTART 4.0**

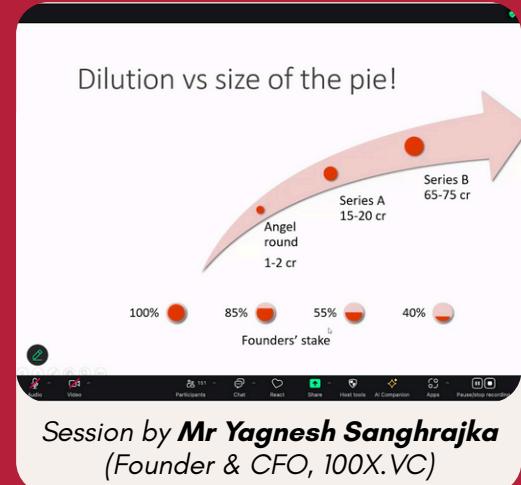
## Bootcamp Program

A power-packed journey of learning, collaboration, and inspiration began with 279 shortlisted participants through the bootcamp program. The initiative brought together industry experts and successful entrepreneurs, who shared valuable insights on key areas such as refining business models, intellectual property rights, legal aspects, pitching, and more.

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Marketing session by **Mr. Priyank Shah**  
(Founder, Renee Cosmetics)



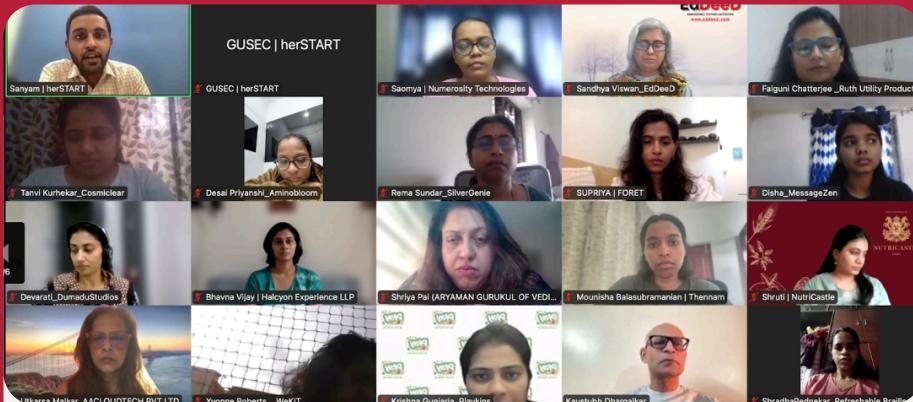
Session by **Mr Yagnesh Sanghrajka**  
(Founder & CFO, 100X.VC)



Pitching Session **Mr Nikhil Parmar**  
(Founder, Impactful Pitch)



Entrepreneurship session by **Mr Jaydeep Solanki**  
(Founder, Ajay's)



an Interactive session by **Mr Kaustubh Dhargalkar**  
(Dean, Welingkar Inst. of Management)



**Ms Chhavi Garg**  
(Examiner, IPR office)

# Virtual Accelerator Program

The herSTART Accelerator Virtual Program commenced in January with 50 shortlisted women-led startups for a six-month intensive journey. The program included expert-led sessions, one-on-one mentoring, and investor-readiness grooming, enabling startups to refine their business models, strengthen go-to-market strategies, and scale their ventures with industry connections and real-world opportunities.

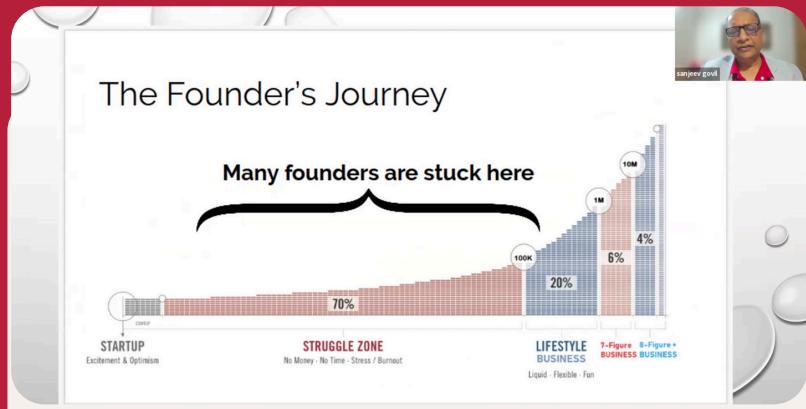
Through focused learning sessions on business model refinement, product scalability, GTM strategy, branding, finance, fundraising, partnerships, negotiation, and leadership, founders gained practical insights to accelerate growth and build investor confidence.

## key stats

- **50**  
Startup Participated
- **15**  
Experts Involved
- **65**  
Mentors Involved
- **180**  
Mentoring Session conducted
- **90**  
Hours dedicated



*Opening Remarks by  
**Mr Arindam Mukhopadhyaya,**  
Partner, India Accelerator*



## An Interactive session by **Mr Sanjeev Govil** (Ex-CEO, Vodafone-Idea)

Press ESC or double-click to exit full screen mode

## Case Study: Red Bull

adani | Institute of Digital Technology Management

Media Content  
Story, Journey

Brand Valuation  
80,000 Cr

Energy Drink  
Or much more?

Colossal Beverage  
Since 1984

Cans sold per year  
8 Billion

Advertisement  
Brand Experience

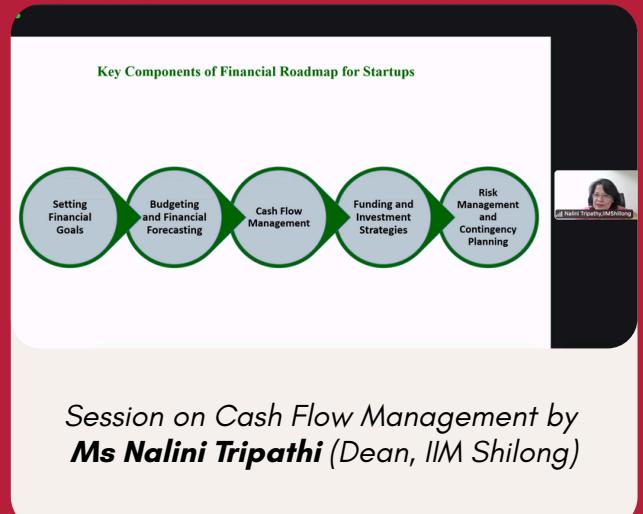
Story  
Gives you wings

Session on Digital Marketing by  
**Dr Ankit Shah** (Professor, (AIDTM))

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Session on Financial Modeling by **Mr Sriram Chidambaram**, CEO, Space Route Finance

Session on Financial Modeling by **Mr Keshav Bhatia**, Non-Executive Director, Lubi Industries



Session on Cash Flow Management by  
**Ms Nalini Tripathi** (Dean, IIM Shillong)



**Offline Program**

*with* **50 WOMEN-LED STARTUPS**

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# Offline Accelerator Program

3-days Engagement

The herSTART Accelerator Program - Offline Edition was organized as a focused three-day event from 9th to 11th July 2025, hosted at Gujarat University.

The program witnessed enthusiastic participation from around 40 women-led startups from the cohort, selected under the ongoing fourth edition of the herSTART Accelerator. Designed as a high-impact engagement, the offline edition provided startups with valuable opportunities to interact with investors, gain insights into fundraising, connect with industry leaders, and engage in one-on-one mentorship.

Through a curated lineup of expert-led sessions, panel discussions, workshops, and peer networking activities, the founders explored crucial aspects of building, managing, and effectively pitching their ventures. The offline format enabled deeper conversations, stronger ecosystem connects, and practical takeaways tailored to the needs of early-stage women entrepreneurs.

## key stats

- **150+**  
Pitching Concluded
- **38+**  
Investors Joined
- **60+**  
Mentors Facilitated
- **15+**  
Activities Conducted
- **30+**  
Hours of Engagement



Round table discussion with **Shri Jagdish Vishwakarma**  
Minister for Cottage, Khadi and Rural industry of Gujarat



Powerpack interaction **Mr. Ankit Chona**  
(Founder, Hocco)



**B2B Industry connections** between  
founders & sector experts



**Panel Discussion** on "The Other Side of the Story:  
What Not to Do While Building a Startup"



a **glimpse** of all the startups participated in the offline event

# Overall **IMPACT - 4th edition**

- **50**

Startups  
Accelerated under a  
extensive program

- **120+**

Experts, Mentors,  
Domain leaders &  
investors engaged

- **16Cr+**

Worth of work  
orders provided to  
the startups

- **50Cr+**

External  
Funding raised  
by the startups

- **270 hr**

Mentoring  
delivered to the  
startups

- **150+**

One-on-one  
investor-startup  
connects

- 7 startups secured government grants  
while 8 are in process.

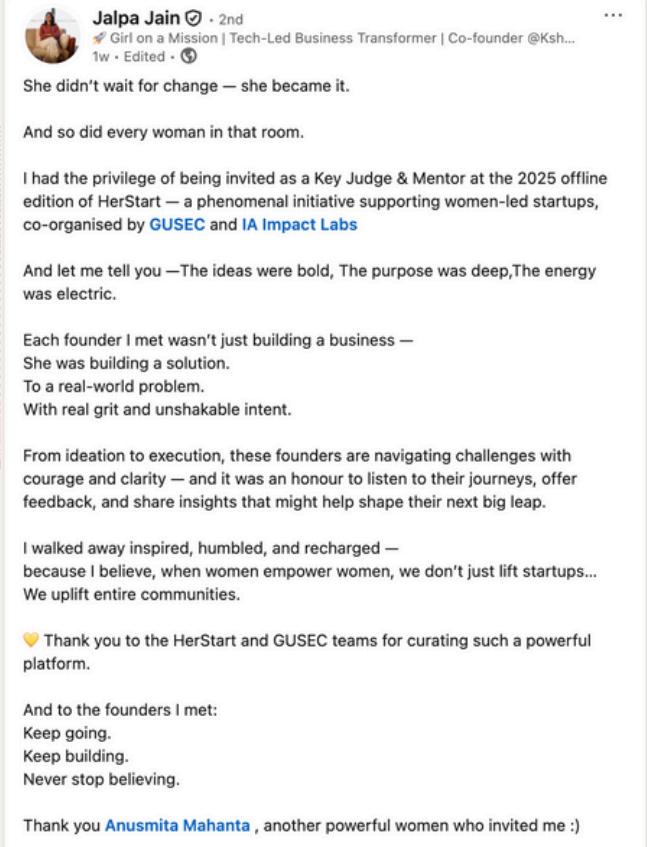
- **1.5x** Average Growth in the Revenue of the  
startups

# Our Supported Startups



# Feedback from the stakeholders

**Ms Jalpa Jain**  
(Angel Investor)



Jalpa Jain 2nd  
Girl on a Mission | Tech-Led Business Transformer | Co-founder @Ksh...  
1w · Edited · 1  
She didn't wait for change — she became it.  
And so did every woman in that room.  
I had the privilege of being invited as a Key Judge & Mentor at the 2025 offline edition of HerStart — a phenomenal initiative supporting women-led startups, co-organised by GUSEC and IA Impact Labs  
And let me tell you — The ideas were bold, The purpose was deep, The energy was electric.  
Each founder I met wasn't just building a business — She was building a solution. To a real-world problem. With real grit and unshakable intent.  
From ideation to execution, these founders are navigating challenges with courage and clarity — and it was an honour to listen to their journeys, offer feedback, and share insights that might help shape their next big leap.  
I walked away inspired, humbled, and recharged — because I believe, when women empower women, we don't just lift startups... We uplift entire communities.  
Thank you to the HerStart and GUSEC teams for curating such a powerful platform.  
And to the founders I met: Keep going. Keep building. Never stop believing.  
Thank you Anusmita Mahanta, another powerful women who invited me :)

Participating in the HerStart Accelerator Program has been a truly transformative journey—both personally and professionally. As part of HYDGen, a deep-tech venture driving innovation in green hydrogen technologies, I entered the program with the ambition to bridge science with social impact. HerStart has empowered me with the strategic frameworks, mentorship, and global exposure necessary to accelerate this mission.

I am deeply grateful to the HerStart team, mentors, and fellow cohort members for creating a space that celebrates resilience, courage, and ambition. This program has been instrumental in helping me evolve into a stronger leader and changemaker, ready to scale climate-tech innovations that can benefit both communities and industries.

~ Ms Ramya Sri  
(Founder, HYDGen)



Phenomenal teaching, access and approach. Thank you very very much team GUSEC & IA. I haven't come across an incubation team that checks with startups individually on where they are stuck & what help would one need, extremely grateful for the opportunity, thank you. And incredible efforts from the team, Sanyam, Zarna, Anusmita, Varun and everyone who has made endless efforts to make it happen, thank you! There are multiple touchpoints that have been covered, from ideation to execution to marketing to fund raising supporting startups across all stages. From industry connects to extending intros. I have had an incredible experience. Thanks a bunch!

~ Ms Rima Joshi  
(Founder, Gaitright)



# Thank you!

Enabling Women. Empowering the nation.

**Gujarat University Startup &  
Entrepreneurship Council (GUSEC)**

📍 1st Floor, Atal Kalam Building, Gujarat University, Ahmedabad-Gujarat

🌐 [www.gusec.edu.in](http://www.gusec.edu.in)

📞 +91 8896 262 262



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



Jalpa Jain · 2nd

Girl on a Mission | Tech-Led Business Transformer | Co-founder @Ksh...

1w · Edited ·

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