Stories - Brands of India Awards 2019

Brands of India Awards 2019, panel discussion: 'Brand-building is the result of perseverance'

Brands of India 2019: 41 MSMEs awarded in 17 sectors

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Brands of India
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Brands of India 2019: 41 MSMEs awarded in 17 sectors

YourStory, in association with the Ministry of MSME, Government of India, held the Brands of India 2019 awards in New Delhi this week. 41 MSMEs received recognition under 17 sectors and three special categories.

1st Mar 2019
Brands of India Awards 2019, panel discussion: 'Brand-building is the result of perseverance'

IndiaMart’s Dinesh Agarwal, Avon Moldplast’s Sushil Kumar Aggarwal, and Urja Packaging’s Sushant Gaur speak on building a brand in India at the first YourStory Brands of India Awards, 2019.

28th Feb 2019

Building a brand involves art, science, and more importantly, working smart, said IndiaMart Founder and CEO Dinesh Agarwal.

He was speaking at a panel discussion at YourStory’s first Brands of India Awards, 2019. The first edition of the awards, in association with the Ministry of Micro, Small, and Medium

Content Reach - 121313
Shaken by patriarchy, this woman set up an organisation to empower 20,000 rural women in Bihar through skill training

Anita Gupta's Bhojpur Mahila Kala Kendra has trained 20,000 women in handicrafts, jewellery making, and sewing as a means to empower them against gender-based violence. Read on to find out more about this Brands of India Awards winner.

Anita Gupta (Right), Founder, Bhojpur Mahila Kala Kendra

Winner Stories - Women Entrepreneurs at Brands of India

Starting with a 200 sq ft cafe in Mangalore, this bakester now makes Rs 1 Cr revenue every year

Mariam Mohuideen's Baker's Treat is now a 19-member, 2,200 square feet, 90-seater restaurant on Mother Teresa Road, Mangalore. It sees a daily footfall of around 150 customers.

5th Jun 2019

Mangalore (Mangaluru), the gateway of Karnataka, is famous for its unique brand of coastal cuisine. Seafood dishes, kori roti, neer dosa, Mangalore buns, and Mangalore bajjis are some of the city's must-try foods.

Mariam Mohuideen - Baker’s Treat

https://yourstory.com/smbstory/mangalore-bakers-treat-cafe-bakery-women-entrepreneur
Winner Stories - Women Entrepreneurs at Brands of India

How Nagpur-based Cureveda creates herbal supplements and connects people for free with 5,000 doctors

Cureveda creates therapeutic dietary supplements, combining modern research with traditional knowledge of herbs, for a healthier and holistic life.

This Bengaluru-based coworking space that housed Levis, redBus, and Bluestone now handles 500 clients of all sizes

IndiQube serves all real-estate related needs of its clients. These include workspace planning and flex managing cafeterias, conference rooms, internet lines, power backups, security, and more.

This entrepreneur left her family-run business to now clock Rs 30 Cr turnover with her training firm for the logistics sector

Divya Jain’s Safeducate has trained around 50,000 people in the sector so far and has placed people in big firms like Flipkart. Here is her story.

Unable to get a loan, this woman entrepreneur sold her gold for Rs 4 lakh to start an award-winning counselling company

Pune-based Dreamhunt India does one-on-one counselling and development sessions where they go with clients for movies, walks, and other fun activities. It has made revenue of Rs 20 lakh in under two years.
#BrandsOfIndia
Anita Gupta’s Bhojpur Mahila Kala Kendra has trained 20,000 women in handicrafts, jewellery making, and sewing as a means to empower them against gender-based violence. Read on to find out more about this Brands of Awards winner.

#BrandsOfIndia
Dreamhunt India now does one-on-one counselling and development sessions where they go with clients for movies, walks, and other fun activities.

YOURSTORY.COM
Unable to get a loan, this woman entrepreneur sold her gold for Rs 4 lakh to start an award-winning counselling company

Sindhu V Kashyap and 13 others
Thank you – Ministry of MSME (Micro, Small & Medium Enterprises) for recognizing Success Gyan under Education & Learning Category in Brands of India ‘2019. It was an honour to receive the felicitation from the Honorable Minister of MSME Giriraj Singh in New Delhi yesterday. Thank you, YourStory for the initiative of recognizing Home grown Brands through Brands of India Awards. Special mention to Honey, Ankur, Alok for a flawless event. Truly inspirational work Shradha, with YourStory, your giving hope and inspiration to an entire nation.

We at Success Gyan believe India’s lifeline is MSME’s, as they provide lakhs of employment and directly impact the GDP of the country. We also felt that the entrepreneurs and business owners who run these MSME’s are struggling and seldom take profits home. All our trainings are focused in inspiring, provide cutting edge knowledge and helping these MSME’s to scale. In a year we do 150 plus seminars across 13 cities to help entrepreneurs & business owners to scale. What is more inspiring is, we have 100’s of trainers who have learned from Success Gyan and today imparting trainings across every town in India. It was a sweet surprise to be shortlisted from 2500 plus companies and recognized in Brands of India.

Special gratitude to the 1000’s of participants who have trusted Success Gyan and made us there learning partners. Thanks to 50 plus world class trainers who have graced Success Gyan stage, special mention to Rajiv Taireja, Karan Hasija, Poornima Kotak, Siddharth Rajsekar for being India’s pride. Thanks to entire Success Gyan team, who work 24/7, with a single pointed focus of making a difference. Thanks to all our vendors & partners for supporting us in our journey.

This is just a beginning, at Success Gyan we are excited and getting geared up to serve a nation of 1.35 Billion people!
Best Brand of India Award 2019 in service category (Micro Enterprise) by YourStory & Minister of MSME. Tisarah Infrastructure was felicitated by Mr. Giriraj Singh - Union Minister of state, MSME.
100 SME Success Stories - Report

SUCCESS STORIES OF INDIAN BRANDS
When a large private sector bank found that there were glaring gaps in the personalization of prospective employees at the interview stage, and their actual on-ground performance after hiring, they decided to take another look at how to optimize the talent acquisition process, since it was impacting their bottom line.

With the help of a customized assessments and talent analytics solution from Mumbai-based AssessHub, the bank identified the footprint of talent across six different roles in its branch banking business. As a result, in six months, the accuracy with which they could predict a candidate’s performance at the hiring stage went up to 72 percent. What’s more, even their sourcing cost came down by 80 percent as a single candidate was offered multiple roles based on their assessment scores and predictive analytics.

AssessHub Co-Founders ‘Tushar Rajpurohit and Armit Desai

“There is a method to our madness. Our secret sauce is made from a mix of content, technology and deep analytics,” says Tushar Rajpurohit, Co-Founder and Chief Executive Officer (CEO), AssessHub. A B2B SaaS platform that uses assessment science and predictive analytics to help companies hire, train and retain the right talent, AssessHub was founded in 2013 by Armit Desai (Co-Founder and Chief Revenue Officer (CRO), a husband and wife team which believes it has found the Holy Grail to help companies make better talent decisions.

GUT-BASED DECISIONS INSTEAD OF DATA-BASED CHOICES LEAD TO TALENT GAPS

In their previous ventures, where the due was involved with startups, they had seen how challenging it was to identify the right talent for the right job. “Based on our interactions with over 500 customers, it was very clear that the model used to recruit, train and develop people was broken and highly subjective. Even after spending millions on training and development, companies were not able to assure how people could perform to their potential. We understood that this was largely due to a completely non-standardized approach where decisions were gut-based and not data-based, ad-hoc and not correlated with the ground performance,” says Armit.

consisting of fans, equity shares and mutual funds to the tune of Rs 2 crore,” he says. Following that, they raised Rs 2.5 crore in angel investment in 2010.

Today, they help over 100 companies in 14 countries make more informed hiring decisions through well-rounded assessments that cover the functional, technical, cognitive and behavioural aspects and effectively assess a candidate’s role relevant skills and competencies.

The AssessHub team

The numbers speak for themselves. Since the last three years, their revenue has been growing at a rate of 3x YoY and the company targets reaching the Rs 5 crore mark this financial year. The number of customers has doubled and the number of assessments they perform has grown five times.

THE PROGRAMME THAT CHANGED THE COURSE OF THEIR LIVES

According to the duo, NASCOM 10,000 Startups has played a significant role in helping them reach where they are today. “Within two months of being chosen for NASCOM 10,000 Startups, we had four offers from traditional VCs. In the third month, we were connected to prominent angels, and raised our seed round.” Apart from this, the free office space (they were incubated at the Bangalore warehouse for NASCOM 10,000 Startups), the free IT infrastructure credits worth lakhs from Google and AWS, and access to industry experts and mentors all facilitated their growth, says Armit.

They were also part of Innobots 2018, an invitation-only programme, where a delegation of Indian startups got a chance to visit Silicon Valley. The programme gave them access to strong mentoring sessions from industry stalwarts, learning opportunities with company visits to Google, Mozilla, and Unity, exposure to investment firms, angels and accelerators and legal support for making a transition in the right manner. “Innobots 2018 was a life-altering experience and is probably the best programme around for a startup that has strong customer base and decent revenue and is planning to make a cross border switch. We were able to figure out the answers to one of the most important questions for us, namely, ‘Should we only focus on India or the moment make inroads into the US market?’” says Armit.

Rita Raisoni

The advent of e-commerce has produced many אתה but one that has not been talked about at length is the empowerment and advancement of women. In the backdoor of the vast terrain of the South Asian country of India, where male chauvinism and skewed gender ratios rule the roost, online trade provided a level playing field for women who have long faced the brunt of an age-old patriarchal society.

The story of Rita Raisoni, who hails from a manuscript village near Haripat, Harayana, is one such story among the many that highlight the growing wave of financial emancipation of women from remote corners of India – a phenomenon made possible by an evolving e-commerce industry.

The number of women sellers on Flipkart has been on the rise in recent past, in 2018, women entrepreneurs across India accounted for 10 percent of the total number of sellers on the online retail giant, Flipkart.

Rita, who is a seller on Flipkart, is among a host of women who have pursued their passion and, in doing so, transformed themselves from being housewives to becoming top sellers on the online retail platform.

For 10-year-old Rita, her passion was handicrafts, and in 2014, she began selling the self-designed collection of handicrafts under her brand Kimac Collection on the Flipkart marketplace.

“At first, I was not confident in my craft, but with the help of the Flipkart sellers, I started getting e-mails about my products and that’s how my journey with Flipkart began,” says Rita.

In fact, before starting her business and becoming a Flipkart seller, Rita took the rare decision to go back to college and complete her graduation, despite having two children to take care of. Having
Brands of India 2019: From Charkha to Chandrayaan, celebrating home-grown brands making India proud

At YourStory’s Brands of India Awards, a nationwide campaign to recognise homegrown brands, Giriraj Singh, Minister of State for MSMEs, says Indian MSMEs are the “job creators” of India and urges them to go global.

Rashi Varshney
27th Feb 2019

Celebrating Brands of India
From Chai Point to DreamHunt to Thalappakatti, the 41 home-grown brands that received the Brands of India Awards had a common theme: they were all making in India, with a presence in or an eye on the global market.

“We follow other countries for their innovations and brands. But now the time has come to start looking at our own. Our story is a golden template,”
## Consolidated - Campaign Reach - Brands Of India

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Thank you