



**INSTITUTION'S INNOVATION COUNCIL  
MOE'S INNOVATION CELL**



**Institute Name:**  
GOVERNMENT COLLEGE, ROPAR

**Title of the Innovation/Prototype:**  
KS Mehndi Artist

**Team Lead Name:**  
Karishma Sharma

**Team Lead Email:**  
karishmasharma393839@gmail.com

**Team Lead Phone:**  
7888393839

**Team Lead Gender:**  
Female

**Website (if any):**  
[https://instagram.com/ks\\_mehndiartist?igshid=YmMyMTA2M2Y=](https://instagram.com/ks_mehndiartist?igshid=YmMyMTA2M2Y=)

**Startup/Venture Registered as:**  
Not Yet Registered as an entity

**Does your Startup/Venture Recognized by DPIIT, Startup India?:**  
No

**Name a Key Innovation which is Core to the Startup /Venture:**  
Customizable Mehandi Solution as per Consumer Requirements

**Year of Started Receiving Pre-incubation/IncubationSupport for the Development of Innovation-Startup from the Institute (FY):**  
2021-22

**The Key Innovation which is Core to your Startup /Venture was Developed as:**  
Independent Assignment/Non-academic Study Project

**Choose the Type of Innovation:**  
Service

**TRL LEVEL:**  
9

**The Sector/Domain of Focus of the Innovation/Startup / Venture:**  
Consumer Goods and Retail,

**Define the problem and its relevance to today's market / society / industry need:**  
Mehandi is a very Old & Famous Art. Its not only a art, but also like a wearable, Which completes you for your Occasion. But many times getting a expert to Mehandi as per the Occasion is also a challenge.

**Describe the Solution / Proposed / Developed:**

**Explain the uniqueness and distinctive features of the (product / process / service) solution:**

**How your proposed / developed (product / process / service) solution is different from similiar kind of product by the competitors if any:**

**Is there any IP or Patentable Component associated with the Solution?:**

No

**Did the venture/startup receive any innovation grant from the Institute?**

No

**Did the venture/startup receive any innovation grant from any external sources, so far?**

No

**Did the venture/startup raise any Angel/Venture Capital Investment so far?**

No

**Are there any recognitions/awards received by the venture/startup for the innovation in National/International Competitions?:**

No

**Upload the Audited copy of the financial Statement clearly indicating the FY and Annual turnover amount of Rs. 50 Lakhs or above:**

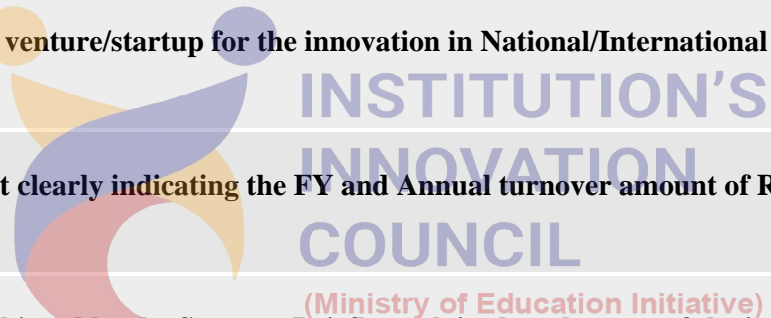
No

**Define the Problem – Solution fit achieved/to be achieved by the Startup: Briefly explain the relevance of the innovative solutions are being offered by the startup and what/whose problem (Industry/Society/Market) these are solving:**

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**Define the Product-Market fit achieved/ to be achieved by the Startup: Briefly explain the readiness levels (Technology Readiness Level and Manufacturing Readiness Level) of innovations/solutions offered by the startup to meet the customer need/requirement.**

To Solve this Problem, We are providing a Customizable Mehandi Solutions on Different Occasions as per their need & requirement.



**Detail the potential market size and target customers/segment (Total Available Market - TAM, Serviceable Available Market - SAM, Serviceable Obtainable Market - SOM):**

**Womens who need sevicees in Mehandi**

**Detail the Business fit achieved/ to be achieved by the Startup: Briefly explain the business model readiness level of innovations to be commercialized. Business Traction Achieved for the innovation if any, briefly explain the customer traction achieved for the innovations or solutions offered by the Startup as an attempt to commercialization:**

**We give them Customzeable Support as per their Requirement based on Occasions**

**Highlight any competitive advantages such as Intellectual property (IP) or any Unique Selling Proposition (USP) etc. associate with the product/service/business model/startup:**

**Other Usually have pre-Defined Solutions, But the upcoming Trend is of Customizable Solution & We Focuses there!!!**

**Video URL:**

**[https://instagram.com/ks\\_mehndiartist?igshid=YmMyMTA2M2Y=](https://instagram.com/ks_mehndiartist?igshid=YmMyMTA2M2Y=)**

**Innovation Photograph:**

**[View File](#)**

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