

7.3 Institutional Distinctiveness

7.3.1 Describe/Explain the performance of the institution in one area distinctive to its vision, priority and thrust

MERI aims at being professionally committed to society and one of the thrust area is to promote a culture of innovation and entrepreneurship. MERI has thus set up 'Tarkash' which acts as an incubator to fulfill following objectives

- i) Assist the budding entrepreneurs in creating a sustainable, scalable & profitable business model
- ii) Help in providing support services
- iii) Mentorship support
- iv) Conduct workshops , e talks and inspirational programs
- v) Guidance in building business plans, facilitating investments

Tarkash has been trying to fulfill the objectives by developing the entrepreneurial culture within the institute.

It is supporting more than 30 budding entrepreneurs by organizing various sessions, workshops, E-Talks etc. focusing on:

- Motivation
- Idea Generation
- Consumer trends
- Feasibility assessment
- Entrepreneurial Finance
- Business Plan Development
- Investment pitch
- Mentorship

As a result of the increased focus many students have been inspired to start their ventures . The institute has been able to support more than 40 student business launches and the most recent one is business launch of Costumes 360 started by three student entrepreneurs.

A list of student entrepreneurs successfully launched by the institute are as follows:

- Pen Pencil.com
- Kitabi Keera

- Indian Nova
- Sudha Occasions
- On the go solutions
- Sabka Sab Kuchh
- Sanitation India
- Be Famous
- Arya Exports
- Ablaze
- Handies
- Global Alliance
- Cuddle creativity
- Treveni
- Paathshaala
- Dhan Creators
- Hanger onn
- Choco holics
- Nature Spices
- Chilli Hot
- The Indian Basket House
- Power hashing solutions
- Red print services
- BooksYaari
- Kirpa Washing plant
- Keventers
- YY Enterprise
- VICTO- handbags
- Maya mixx
- Insurance Kendra
- Fashion Lemour
- Eduvision world voyages pvt ltd
- Brain Hub
- Yo yo restaurant
- Digiomate
- 360 digital idea
- softapp technologies
- 4 hands decor
- Kipling

- Om Trader
- Incred Finance
- Bend the trend
- Body nutrition
- Raahat , NGO
- Creation mob
- Recruiters
- 1st Cry
- Vishal gems
- Labor
- Tour planner
- Organiser Buddy
- myntax.com
- Rajnath Facilities pvt ltd

A step ahead MERI is in final stages of setting up a Business accelerator in collaboration with experts from silicon valley ,Seasoned entrepreneur having more than 150 patents in US , Ex Ceo's of large corporates etc. to further support the startup ecosystem and promote the entrepreneurial culture by providing mentoring and funding support.