

**JULY** Edition of  
**LaunchpadX**  
Trade Tower's Monthly Newsletter



# MAY 2024 NEWSLETTER

Trade Tower a start-up incubator, accelerator which provides opportunity to aspiring entrepreneurs in kickstarting their journey & developing their business plans. We at Trade Tower accept viable and sustainable business ideas from students of woxsen, guide them in their journey to become a feasible, stable, and a future unicorn company.





# Message

-From



*As the chancellor of Woxsen university, I am proud to introduce the Woxsen Trade Tower , a visionary initiative to foster entrepreneurial growth within our academic community. At Woxsen, we believe in creating a sustainable ecosystem where students driven by innovative ideas, Gain access to this remarkable facility.*

**~ Mr.Praveen K Pula**

Founder,  
Woxsen University

*At Woxsen, we're not just an institute; we're a dynamic hub of innovation, collaboration, and entrepreneurial spirit. The Trade Tower stands as a testament to our commitment to nurturing the next generation of business leaders and visionaries*

**~ Dr. Raul Rodriguez**

Vice-President,  
Woxsen University



*Trade Tower is a cradle of creativity, a hub where ideas are not just born but are nurtured, cultivated, and transformed into thriving businesses that shape the future. It's not just about providing office space; it's about fostering an environment where budding entrepreneurs can thrive.*

**~ Dr. Daya Shankar**

Dean - School of Science,  
Head - Trade Tower,  
Woxsen University



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# CORPORATE CURRENTS

## [NVIDIA'S CEO CO-FOUNDED HIS \\$2 TRILLION COMPANY AT A DENNY'S BREAKFAST BOOTH](#)



Legendary investor Warren Buffett announced a significant donation of \$5.3 billion worth of Berkshire Hathaway shares to the Bill & Melinda Gates Foundation and four family charities.

Buffett's donations have increased his total contributions to charities to about \$57 billion, including gifts to family charities in the past two November.

## [RBI FINANCIAL STABILITY REPORT: ARE BANKS AT A HIGH RISK FROM NBFC FAILURES?](#)

Non-banking finance companies (NBFCs) are known for targeting niche loan segments and building business models around them. Stock market investors love this approach, and as a sector, NBFCs often enjoy a higher valuation — stock price to book value — than traditional banks.



## [VC FIRM GENERAL CATALYST ACQUIRES VENTURE HIGHWAY TO EXPAND IN INDIA](#)

BENGALURU: Silicon Valley-based venture capital (VC) firm General Catalyst has acquired New Delhi-based early-stage investor Venture Highway, with plans to invest \$500 million-1 billion in India.

The new entity will be called General Catalyst India and will focus on early- and growth-stage investments in the country.



## ZOMATO'S NEW STRATEGY: WEATHER UNION

Have you ever craved that perfect pizza only to have your delivery delayed by a sudden downpour? Rain, wind, and extreme temperatures can wreak havoc on the world of food delivery. Zomato, a leading name in getting delicious food to your doorstep, understands this struggle. That's why they've come up with a clever solution called Weather Union.

**zomato**  
**NEW STRATEGY**  
**WEATHER UNION**

## HALDIRAM SNACKS IPO WORTH \$12 BILLION ON THE HORIZON AS STAKE SALE TO FOREIGN INVESTORS STALLS; REPORTS



Haldiram Snacks Pvt Ltd., India's culinary heritage, is exploring an initial public offering (IPO) amid unsuccessful attempts to sell the company to foreign investors. The decision comes as the Agarwal family, the company's owners, found the bids received insufficient, failing to meet their valuation expectations, according to Moneycontrol reports.

## RBI IMPOSES PENALTY OF RS 29.60 LAKH ON HSBC BANK FOR NOT FOLLOWING DIRECTIONS ON CREDIT, DEBIT CARDS

The Reserve Bank of India (RBI) has, by an order dated June 24, 2024, imposed a monetary penalty of Rs 29.60 lakh on The Hongkong and Shanghai Banking Corporation Limited (the bank) for non-compliance with certain directions issued by RBI on 'Credit Card, Debit Card and Rupee Denominated Co-branded Pre-paid Card operations of Banks' reiterated in 'Reserve Bank of India (Credit Card and Debit Card – Issuance and Conduct) Directions, 2022'.







## [BYJU FAILED BECAUSE...': UNACADEMY CEO GAURAV MUNJAL SAYS RAVEENDRAN PUT HIMSELF ON A PEDESTAL](#)

Byju Raveendran, Founder and Group CEO of Byju's, faced significant setbacks due to his reluctance to listen to others, Gaurav Munjal, Co-founder and CEO of Unacademy said in a post on Friday.

## [SEBI CRACKDOWN: WHAT NEW RULES ON REGULATED ENTITIES DEALING WITH FINFLUENCERS MEAN](#)

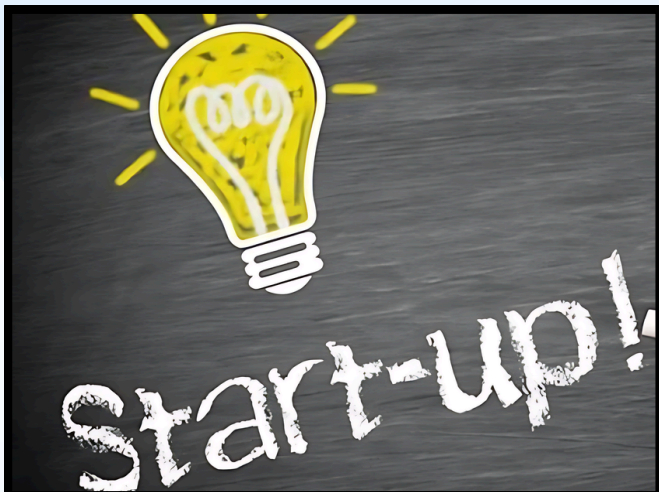
The Securities and Exchange Board of India (Sebi) has taken a bold step by banning regulated entities from associating with unregistered influencers.

This crackdown targets anyone who provides financial advice or makes claims about securities without Sebi's registration.



## [AWS SHORTLISTS 24 START-UPS UNDER ITS SPACE ACCELERATOR PROGRAMME](#)

Cloud services major AWS announced that it has shortlisted 24 start-ups for its spacetech accelerator programme, AWS Space Accelerator: India, which is going to be a fourteen-week programme aimed at providing dedicated technical expertise, specialised AWS training, and mentoring from space domain and technical experts.





# Divided Minds in Divided Times

The 21st century – a time of unparalleled technological advancement, instant global connection, and...unrelenting political squabbles that make a toddlers' playdate look like a diplomatic summit. This era of hyper-polarization has become the new national pastime, turning dinner tables into battlegrounds and social media feeds into echo chambers of outrage.

Imagine, if you will, the mental state of a young person bombarded with a daily dose of political vitriol. Sigmund Freud, the father of psychoanalysis, might have a field day with the resulting id vs. superego conflict. Caught between the primal urge to scream into the social media void and the ever-present superego whispering about civility, it's a wonder anyone maintains a semblance of sanity.

This relentless negativity fosters a breeding ground for social inequality's insidious effects. As the wealth gap widens and access to opportunity narrows, feelings of alienation and hopelessness take root. Imagine, for a moment, the existential angst that would plague even the most stoic of Emile Durkheim's anomic individuals in today's winner-take-all society.

**Dr. Raul Rodriguez**  
Vice President,  
Woxsen University

The result? A mental health crisis of epic proportions. Anxiety disorders and depression are on the rise, particularly among young people. The very tools designed to connect us – social media, cable news – have become weapons of mass mental distress.

We are not without our coping mechanisms. Resilience, as championed by the ever-optimistic Abraham Maslow, becomes our most valuable tool. We must cultivate the ability to bounce back from the slings and arrows of outrageous political discourse and soul-crushing social disparities.

Mindfulness exercises might replace angry tweets, and seeking out diverse viewpoints could become the new political battle cry. Perhaps, just perhaps, we can create a space for civil discourse, even if it means sacrificing a perfectly good meme war.

Remember, the human spirit is a hardy thing. With a little self-care, a dash of humor, and a whole lot of resilience, we might just navigate this era of political polarization and social inequality without completely losing our minds.



# HOW TO GREEN YOUR WORKPLACE: TIPS AND STRATEGIES FOR A MORE SUSTAINABLE BUSINESS

## INTRODUCTION

In today's world, businesses are increasingly recognizing the importance of sustainability and the need to adopt eco-friendly practices. Creating a green workplace not only benefits the environment but also enhances the reputation of your business, attracts eco-conscious customers, and improves the overall well-being of your employees. In this article, we will explore some practical tips and strategies to help you green your workplace and make it more sustainable.

## ASSESS YOUR CURRENT ENVIRONMENTAL IMPACT

To begin your journey towards a green workplace, it's essential to assess your current environmental impact. Conduct an environmental audit to identify areas where improvements can be made. This audit will help you understand your energy consumption, waste generation, water usage, and other key sustainability factors. Based on the audit findings, set specific goals for reducing your environmental footprint.

## IMPLEMENT ENERGY-EFFICIENT PRACTICES

One of the most effective ways to green your workplace is by implementing energy-efficient practices. Start by switching to LED lighting, which consumes less energy and has a longer lifespan

Install motion sensors in rooms and common areas to automatically turn off lights when they're not in use. Optimize heating and cooling systems for maximum efficiency and consider using energy-efficient appliances and equipment.

## REDUCE, REUSE, AND RECYCLE

Minimizing waste generation should be a priority in a sustainable workplace. Encourage employees to reduce, reuse, and recycle. Implement a recycling program that includes proper waste segregation and disposal. Promote the reuse of materials whenever possible, and consider composting organic waste as an eco-friendly alternative to disposal.

## PROMOTE SUSTAINABLE TRANSPORTATION

Transportation is a significant contributor to carbon emissions. Encourage sustainable commuting options such as carpooling, public transportation, and cycling or walking to work. Provide incentives for employees who choose eco-friendly transportation methods. Consider installing electric vehicle charging stations to support the adoption of electric cars. Additionally, embrace telecommuting and flexible work arrangements to reduce commuting needs.

## ENCOURAGE PAPERLESS OPERATIONS

Reducing paper usage is a crucial step towards a green workplace. Digitize documents and processes to minimize the need for printing and storage.

# How to Green Your Workplace: Tips and Strategies for a More Sustainable Business

Implement electronic communication and collaboration tools to streamline workflows and reduce paper waste. Use cloud storage for file management and opt for electronic invoices and receipts whenever possible.

## **SUPPORT SUSTAINABLE PROCUREMENT**

When procuring goods and services, prioritize sustainability. Source environmentally friendly products and services that are produced with minimal environmental impact. Give preference to local suppliers to reduce transportation emissions. Consider the lifecycle impact of products, from raw material extraction to disposal. Avoid single-use items and excessive packaging, opting for reusable or recyclable alternatives.

## **INVEST IN GREEN TECHNOLOGY**

Harness the power of green technology to make your workplace more sustainable. Install renewable energy systems like solar panels or wind turbines to generate clean energy on-site.

Utilize smart energy management systems that optimize energy usage and reduce waste. Adopt energy-efficient IT infrastructure, such as energy-saving servers and power management software. Explore innovative green technologies relevant to your industry to stay ahead of the curve.

## **EDUCATE AND INVOLVE EMPLOYEES**

Creating a culture of sustainability requires employee engagement and education. Conduct sustainability training programs to raise awareness about environmental issues and best practices. Involve employees in decision-making processes related to sustainability initiatives, fostering a sense of ownership and commitment. Encourage employees to come up with their ideas and initiatives to promote a sustainable workplace.

## **CONCLUSION**

Green workplaces are win-win-win: good for the planet, your company's bottom line, and employee well-being. Implementing these eco-friendly practices is a continuous process, but even small steps can have a big impact.



**Dr. Daya Shankar**  
 Dean - School of Science  
 Head - Trade Tower  
 Woxsen University





# Assess Your Readiness to Start a Business

Before embarking on the journey of starting your own business, it is crucial to evaluate whether you are prepared to run one. The success of your business will heavily depend on your entrepreneurial abilities, which include personal characteristics, situational factors, and skills. Moreover, your commitment to the environment and community plays a significant role in determining your business's sustainability and impact.

To ensure you are ready to take the plunge into entrepreneurship, consider the following aspects of your readiness and identify areas where improvement might be needed. Honest self-assessment will provide a clear picture of your strengths and areas for growth.

## Personal Characteristics and Situational Factors

**Commitment:** Are you willing to prioritize your business above almost everything else? Long-term dedication and the ability to devote significant time and effort are essential for success.

**Handling Stress:** Entrepreneurship often comes with high-stress levels due to tough decisions and long working hours. Are you excited about your business prospects and do you enjoy your work?

**Goal Orientation:** Can you envision the bigger picture of where your business is headed and set clear goals?

**Motivation:** Are you driven to try your business idea, create wealth, and make your money work for you?

**Risk-Taking:** Are you prepared to take risks and invest your money despite the potential for failure?

**Problem Solving:** Do you possess the ability to solve problems creatively and effectively?

**Decision Making:** Can you make difficult decisions independently without postponing or delegating them?

**Social Support:** Do you have a support network of family, friends, and business connections to help you realize your dream?

**Financial Situation:** Have you set aside money to start your business? Do you have access to additional funds if needed, either through personal savings or loans from family, friends, or financial institutions?

## Skills:-

**Technical Skills:** Do you have the practical abilities required for your business idea? For example, if you plan to start a cell phone repair shop, do you know how to repair cell phones?

**Business Management Skills:** Are you proficient in marketing, costing, record-keeping, and people management?

**Knowledge of Your Line of Business:** The more you know about your specific business sector, the fewer costly mistakes you are likely to make.

**Negotiation Skills:** Can you negotiate effectively, ensuring mutual benefit without offending the other party?

# Assess Your Readiness to Start a Business

## Environmental and Community Concerns

**Environmental Awareness:** Are you knowledgeable about the environmental issues related to your business? Do you know how to sustain the natural resources your business depends on?

**Community Commitment:** Is your business community-friendly? Do you maintain a good relationship with the community and contribute to its advancement?

### Activity 1: Assess Your Readiness

To help you determine if you have what it takes to be a successful entrepreneur, think about each of the above factors. Identify which ones are your strengths and which areas need improvement. For instance, if you lack business management skills but plan to hire someone to handle this aspect, acknowledge this as an area for improvement.

## Conclusion

Running a successful business requires a combination of commitment, skills, support, and an understanding of both the environment and the community. By assessing your readiness in these areas, you can better prepare for the challenges of entrepreneurship and increase your chances of success. Remember, being honest in your self-assessment is key to identifying the areas that need improvement and making necessary changes to enhance your entrepreneurial abilities.

Start your self-assessment today and take the first step towards a successful entrepreneurial journey!.

**Mr. Charan Sanjeev Tadimalla**  
Trade Tower  
Startup Coordinator



# Organizational Culture: The Invisible Force

## Driving Success

4

### Organizational Culture: The Invisible Force Driving Success:

In today's dynamic business landscape, organizational culture has emerged as a pivotal factor in a company's success. Far more than just a buzzword, culture represents the shared beliefs, attitudes, and practices that define how work gets done. While it may not be explicitly discussed daily, culture permeates every aspect of an organization, influencing productivity, employee satisfaction, and ultimately, the bottom line.

#### The Power of Alignment

Recent studies highlight the growing importance of cultural alignment in the workplace. In the aftermath of the Great Resignation, employees are increasingly prioritizing companies whose values mirror their own. A striking 35% of American workers report they would decline a seemingly perfect job opportunity if the organizational culture clashed with their personal values. This sentiment is echoed by management, with 91% of managers considering cultural fit to be as crucial as, or even more important than, a candidate's skills and experience.

The consequences of neglecting culture can be severe. A staggering 71% of employees indicate they would seek new opportunities if their current workplace culture deteriorates.

This underscores the critical need for businesses to focus on building and maintaining a strong, positive culture to retain talent and attract top performers.

#### Engagement and Productivity

A robust organizational culture that fosters teamwork, community, and inclusivity can dramatically boost employee engagement. Companies with well-aligned cultures report up to 72% higher engagement levels compared to those with misaligned or underdeveloped cultures. This engagement translates directly into increased productivity. Employees who find fulfilment in their work and feel connected to their organization's values tend to work harder and more efficiently. Over 74% of American workers believe that culture significantly influences their job performance, affecting everything from their efficiency to customer service quality.

#### Reducing Turnover

Retaining valued employees can be challenging in today's competitive environment. People who feel valued and respected at a company are more likely to stay. An organisation whose culture rewards individual goals and team achievement can help reduce turnover since the staff feels a sense of community and shared accomplishment. When employees feel a connection to an organization and their teammates, the positivity created is felt by all. You can enlist these employees to help you recruit.



## Building a Thriving Culture

A stifled work environment can lead to employee disengagement and a lack of innovation. Here are three ways to create a culture where everyone feels valued and empowered:

**Unblock Communication-** Feeling like our voices don't matter is a common experience. Ideas get shut down, concerns fall on deaf ears, and a culture of silence emerges. This can lead to resentment and a disconnect from the work itself. The key is to actively invite open communication. Leaders need to make it clear they want to hear from everyone, not just the usual voices. Diverse perspectives and healthy debate should be encouraged. Imagine the wealth of knowledge and creativity we could tap into if everyone felt comfortable speaking up!

**Become Responsive-** Listening is just one step. Actions speak louder than words. When employees raise concerns, a commitment to taking action is crucial. Following through on promises builds trust and demonstrates that employee voices matter.



**UTSAV KHODIAR**

BBA 2025

**Aiming Higher:-** The goal should be more than just avoiding discontent. Organizations should strive to create a space where employees feel empowered to bring their whole selves to work, leveraging diverse experiences and strengths to drive innovation and success.

## The Road Ahead

As the business world continues to evolve, the importance of organizational culture will only grow. Companies that prioritize building and maintaining a positive, aligned culture will find themselves with a significant competitive advantage. By fostering an environment where employees feel valued, heard, and motivated, organizations can unlock their full potential, driving innovation, productivity, and long-term success. The journey to creating a thriving organizational culture is ongoing. It requires constant attention, adaptation, and a commitment to putting people at the center of business strategy. As we move forward, the companies that recognize and harness the power of culture will be the ones that not only survive but thrive in an increasingly competitive marketplace.

# UPCOMING EVENTS

## PRE-INCUBATION PROGRAM FOR STARTUPS

University students and entrepreneurs can launch their startups through our 4-week program with expert guidance, resources, and workshops.

### Benefits:

- Mentoring
- Trainings
- Workshops
- Idea Validation
- Technical Support
- Seed Funding

### Focus Areas:

- SAAS
- AI/ML
- Health Tech
- Blockchain
- Fashion Tech
- Agri Tech
- AR/VR
- Edutech
- IoT
- Others



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**PRE-INCUBATION PROGRAM FOR STARTUPS**



**KEY HIGHLIGHTS**

- MENTORING
- TRAININGS
- WORKSHOPS
- IDEA VALIDATION
- TECHNICAL SUPPORT
- SEED FUNDING

**\*FREE COMPANY REGISTRATION\***

For The startups that have completed the Pre-incubation Program

Last Date to Apply: 28 June 2024

FOR REGISTRATIONS:



<https://tinyurl.com/TTPreIncubation>

FOR MORE INFORMATION: Charan Sanjeev  
Startups Coordinator  
Mobile: 9642777062

\*\*TERMS & CONDITIONS APPLY



# UPCOMING EVENTS

## Startup of the Month

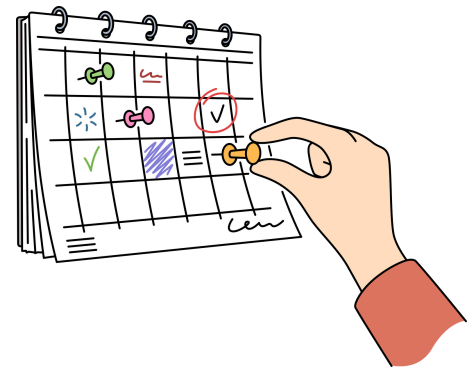
Want to turn your Ideas into a successful business? You've come to the right place.

### Benefits:

- Featured as Startup of the Month
- Certificate of Recognition
- Immediate Upgradation and Access to Trade Tower
- Continuous Incubation Support
- Representation at Outside Events
- Access to Global Mentors
- Opportunities to Connect and Compete for Funding
- Become the Startup Ambassador of Campus

**Submission Deadline:** 20th of Each Month

**Pitching and Result :** 30th of Each Month



Click Here

## Y u k t i

### National Innovation Challenge

Begin your journey of creativity and problem solving! To participate in the National Innovation Challenge, scan the QR code or click the link below. Your ideas can shape the future!



# Introducing the *Team*



**Dr. Daya Shankar Tiwari**

Head - Trade Tower

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