



International Management Institute, Kolkata

Local Business Accelerator 2023-24

S.No.	Company Name	Faculty Mentor	Industry Mentor	Email ID	Designation	Project
1	Webingo	Avinash Shrivastava	Rishav Sadhu	rishav@webingo.in	Co-Founder	1.Data scrapping from different states of India 2.Designing the social media campaigns 3. Enhance sales performance
2	Arosia Water (Hydrotech Solutions Pvt. Ltd)	Chanchal Chatterjee	Souvik Ghosh	souvik@hydroteclimited.com rituparna@hydroteclimited.com	Director	1.Growth of the market of the last mile community water purification systems 2.Strategies for owning a largest share 3.Identify customer needs and innovate to remain ahead of the curve
3	Dhanwantary Medicare	Rachna Chattopadhyay	Ravindra Khandelwal	ravindrakhandelwal@gmail.com	Co-Founder	1.Development of unique customer engagement plans 2. An exploratory study on customer orientation towards generic medicine and insights for Dhanwantry Medicare
4	Emsurg Healthcare	Rohit Singh	Ritobroto Mukherjee	ritobroto@emsurg.com	Director	Development of data mining and data tabulation dashboard for different products
5	Diverse Genomics	Arunava Bandyopadhyay	Saurav Jaiswal	saurav@diversegenomics.in	Co-Founder	1.On-board two side courier company with reasonable cost 2. Development of products in cervical cancer domain



6	Philoyes	Rituparna Basu	Rahul Basak	office@rahulbasak.com	Founder	1. Identify leads in niche markets 2. On-board right set of affiliates
7	Durga Caterers	Anees Ahmad	Mahanish Panda	durgacatererskolkata@gmail.com	Owner	Revenue and social media growth
8	Gravitas	Argya Ray	Aarsh Shrivastava	Aarsh@gravitas.ai	Founder	1. Lead generation and demonstration and conversion 2. Social media marketing
9	AKJ Industries/PIPAB OX	Ruchi Sharma	Rachna Jaiswal	rachna@pipabox.com	Founder	1. Develop a solution for return delivery issues 2. Reduce customer acquisition cost (CAC)
10	Coftea	Tinu Jain	Ankit Chapparria	chhapparria.ankit@gmail.com	Founder	1. Enhance the awareness of the brand 2. Develop product and promotional mix 3. Develop a mechanism for effective customer relationship management
11	Pacific Designs	Kishalay Adhikari	Sumangal Pugalia	sumangalpugalia17@gmail.com	Founder	1. Front-end sales and business development 2. Lead generation and prospecting 3. Graphic designing & social media
12	Delivery Pigeon	Sachin Modgil	Hemlata Kushwaha	info@deliverypigeon.in	Co-Founder & CEO	1. Enhance the customer base by establishing communication and conversion 2. Enhance social media presence to 300 downloads and 200 reviews
13	Snap-E-Cabs	Roma Puri	Jaydip Mukherjee	jaydipm@icloud.com	Co-Founder	1. Competitor pricing 2. Design and development of dedicated Kiosk 3. Enhance app performance



14	Artsty.com	Sahahna Roychowdhury	Pooja Saria	agarwal.pooja@icloud.com	Founder & CEO	<ol style="list-style-type: none"> 1.Management of artists and inventory 2. Balancing affordability and quality
15	Green Project	Sahil Singh Jasrotia	Raj Sarkar	hi@greenproject.in	Senior Consultant	<ol style="list-style-type: none"> 1.Enhance online presence 2.Streamline the operations, administration and finance department
16	Ek Tara	Rohan Mukherjee	Vinita Saraf	vinita.saraf@gmail.com info@ektara.org.in	Founder and Trustee	<ol style="list-style-type: none"> 1.Development of a HR Policy 2.Development of employee engagement roadmap 3. Explore and on board the fundraising platforms 4. development of catalogues