

- **Vision:** To become the leading global provider of innovative digital solutions, revolutionizing business interactions and fostering sustainable growth.
- **Mission:** To empower small enterprises and MSMEs with tailored digital solutions, enhancing online presence and operational efficiency

HISTORY OF ORGANIZATION

- Mission and Founding: Founded in 2020 by Mr. Adit Agarwal, focusing on aiding small enterprises and MSMEs in digital transition.
- Comprehensive Services: Offers app/web development, 'Scan and Order/Pay' systems, and 'Online Order Portals,' with 0% commission and 24/7 support.
- Core Values and Growth: Emphasizes solutions delivery, ambitious goals, client care, and fosters career growth in a dynamic industry.

THEORETICAL INSIGHTS

- Institutional theory of entrepreneurship: Organizations conform to societal norms and expectations to gain legitimacy and resources.
- Resource Dependence Theory in entrepreneurship: Organizations rely on external resources (like grants) to survive and thrive.
- Marketing theory: Evaluate partnership feasibility for resource access, reducing transaction costs, and managing risks in scaling or entering new markets.
- Cognitive load theory in organizational behavior: Amount and complexity of information presented affect learning and decision-making.

PRACTICAL KNOWLEDGE

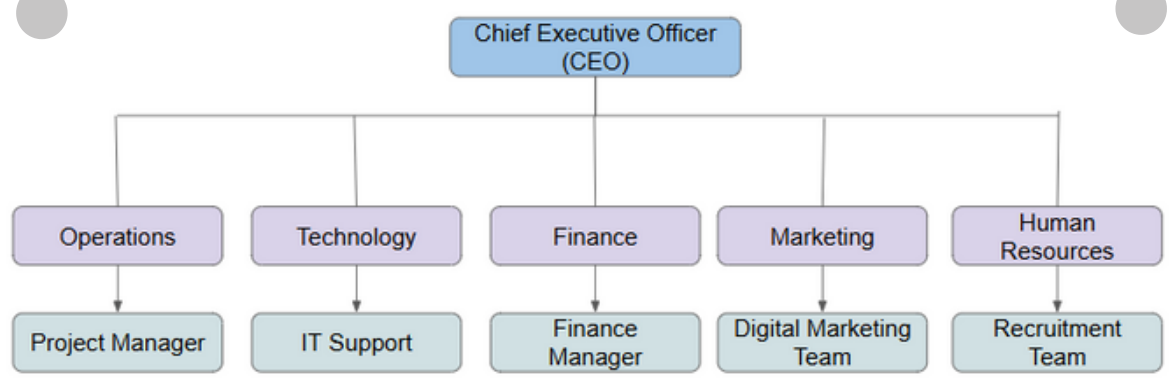
- Institutional theory in grant applications: Align proposals with grant-making institutions' values, goals, and priorities to enhance funding chances.
- Resource dependence theory in grant applications: Justify the need for grant funding by demonstrating how it enhances organizational capabilities, sustainability, and outcomes.
- Cognitive load theory in pitch decks: Streamline and optimize presentations to minimize cognitive overload and maximize understanding and retention.



SWOT analysis for grants application

Strengths • Understanding of grant application processes and eligibility criteria. • Ability to conduct thorough research to identify suitable grants. • Networking • Capability to analyse and interpret grant guidelines to ensure compliance.	Weaknesses • Challenges in meeting grant application deadlines or requirements. • Insufficient funding or resources to match grant requirements.
Opportunities • Networking Opportunities & Leveraging connections with industry peers, mentors, • Training and Development: Access to training programs • Collaborations	Threats • High competition for limited grant funding. • Changes in grant regulations or eligibility criteria that could impact the application process. • Time Constraints

ORGANIZATION STRUCTURE



LEARNINGS FROM INTERNSHIP

- Recognizing government efforts to aid startups through the launch of diverse platforms.
- Skills in creating persuasive presentations
- Insights into B2B marketing and networking
- Grant application processes and eligibility criteria
- Effective communication with educational institutions
- Time management and multitasking skills

CHALLENGES FACED DURING INTERNSHIP

- Navigating complex grant application processes
- Creating compelling pitch decks with limited information
- Coordinating with multiple colleges and tracking responses

PROPOSED SUGGESTIONS AND SOLUTION

- Develop a standardized process for grant application screening
- Clearly identify the government platforms you intend to utilize.
- Outline how leveraging these platforms aligns with your company's strategic objectives.
- Provide a breakdown of how the grant funds will be utilized. Specify the costs associated with platform integration, training expenses, and any other related expenditures.
- Address any potential risks associated with adopting these platforms and propose strategies for mitigating these risks.

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