



**nice**

Network of Indian  
Cultural Enterprises

# Network of Indian Cultural Enterprises (NICEorg)

Building Brand India by  
Catalyzing Cultural  
Entrepreneurship

## ANNUAL REPORT "Oct 2024"



## MESSAGE FROM CEO

The last 12 months was a year of many firsts for NICEorg. We saw a lot of partnership seeds sown during the previous year bear fruit and mark the beginning of collaborative work in growing the Cultural Entrepreneurship Ecosystem in the country. The institutionalization of a 3 credit course at INTACH to create awareness and opportunities for students to start Cultural Enterprises; #NICESamanvay – First Cultural Entrepreneurship Summit in the country that saw participation of 500+ stakeholders; co-curating accelerator programs in Telangana with the State Government were significant ones.

We consciously continue to operate with a very lean team similar to that of previous years. We believe in creating and establishing meaningful partnerships with like minded fellow-travellers in growing the Cultural Entrepreneurship Ecosystem. We launched the first Cultural Entrepreneurship Summit; NICESamanvay in the month of June 2024 which was co curated with Cultural Entrepreneurs, Volunteers and Interns. The success of NICESamanvay demonstrated the power of the community in coming together to build the ecosystem.

With 6 NICE city chapters, we are already seeing how Cultural Entrepreneurs in every region are coming forward to drive city specific events in building the narrative of Cultural Entrepreneurship.

NICEorg was also invited to participate and speak at several sessions arranged by the Ministry of Tourism, Startup India, O.P. Jindal Global University, Entrepreneurship Development Institute of India (EDII) to name a few. This is an indication of the recognition of NICEorg's efforts in pushing Cultural Entrepreneurship.



## MESSAGE FROM CEO

The presence of over 4500+ community of Enterprises, mentors, partners, funders and over 1400+ Cultural Enterprises in our network contributed in maintaining the optimism and accelerating momentum in our work.

The progress in 2024 also validated proof of concept of NICEorg's initiatives towards ecosystem development. The following pages in this report provides all details.

I would like to take this opportunity to extend our heartfelt gratitude to all our **Donors, Volunteers, Interns, Cultural Entrepreneurs** and all **Ecosystem Partners** who have and continue to extend their support in rallying and helping us drive this movement of Building Brand India through Cultural Entrepreneurs.

We hope to grow this circle of supporters in the coming years to come along with our very dynamic and ambitious young team and look forward to your continued support!

Thank you!!  
Sincerely,

**Kanchana K V**

CEO, NICEorg

## Our Mission

# “Building Brand India by Catalyzing Cultural Entrepreneurship”

Network of Indian Cultural Enterprises (NICEorg) started its operations on 8th October 2020 as a Section 8, Not-For-Profit company.

With the conviction that India’s cultural landscape needs to shift from protection and preservation to *promotion and prosperity*, NICEorg works to strike a *jugalbandi* between the market side and demand side interventions for cultural enterprises to become successful businesses. Our four-pronged approach to this is:



**Education & Mentoring:** We accelerate learning through workshops and training for cultural businesses; and offer mentoring, network connections and access to funding.



**Partnerships & Enabling Funding:** We foster a network of cultural entrepreneurs, funders, industry and policy experts, mentors, academics and others to collaborate and build this ecosystem



**Networking:** We create forums where ecosystem partners can learn, share and collaborate and grow.



**Research & Policy Advocacy:** We develop insights and disseminate via research reports and other thought leadership briefs into markets for entrepreneurs to make informed decisions.



NICEorg is 4 years old. Each year we plant as many trees as our birthday! This year we planted 4 trees. To get an overview of all that has happened at NICEorg and the ecosystem the past year; please click [here](#).



**2021**



**2022**



**2023**



**2024**

## Our Journey in the last 4 years

**4500+** NICEorg Community of entrepreneurs, partners, funders, and mentors

**8000+** Following on NICEorg's social media

**85+** Enterprises Mentored

**50+** Mentors Engaged

**126** Enterprises Featured on NICE Blogs

**1400+** Cultural Enterprises

**60%** Women Founders

**06** NICE Chapters- Hyderabad, Bengaluru, Chennai, Delhi, Bengal and Mumbai

**05** Investments Enabled



## BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024

### PROGRAM PARTNERSHIPS

#### Craft Cohort with Jaipur Rugs Foundation & Catalyst Atal Incubation Centre

8 cultural enterprises from across the county in the craft sector (both Fashion & Home Décor) participated in the second craft cohort with Jaipur Rugs Foundation. In the second edition of the Indika program with Jaipur Rugs Foundation, Catalyst Atal Innovation Centre (CAIC) also came onboard as a partner. This broadened the scope of the earlier format to include all craft enterprises and was named the Crafts Cohort. This also provided Cultural Enterprises access to a larger network and funding mechanisms driven largely by the Government.



Our Selected Startups Getting Ready for  
**CRAFTS COHORT**  
2024

Logos at the bottom of the graphic include: NITI Aayog, AIC, Catalyst Atal Incubation Centre, Jaipur Rugs Foundation, nice Network of Indian Cultural Enterprises, IFMR Graduate School of Business KREA UNIVERSITY, LEAD KREA UNIVERSITY, and AIC Catalyst Venue GLOBAL INSTITUTE OF TECHNOLOGY.

Social media links at the bottom: F CatalystAIC, CatalystAIC, catalystaic, in company/catalystaic

## BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024

### PROGRAM PARTNERSHIPS

#### Cultural and Heritage Entrepreneurship Program with INTACH Heritage Academy

NICEorg's continued partnership with INTACH Heritage Academy (IHA) for the **Cultural and Heritage Entrepreneurship Program** with an aim that was designed to introduce cultural entrepreneurship and its practice to INTACH students led to this being offered as a 3 credit course of a total duration of 45 hours.

This was a significant institutional partnership that evolved from a pilot program in Year 1 to being institutionalized as a credit course.

**NICEorg** will continue to work on similar approaches with other relevant educational institutions in the country.





## BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024

### EVENTS

#### International Craft Summit, Jajpur (Odisha)

The International Craft Summit is an annual event dedicated to take forward the dialogue around crafts, heritage and culture. NICEorg curated a panel discussion on the role of Cultural Entrepreneurship. The panel's primary discussion focused on the socio-economic influence of **cultural enterprises**, emphasizing homegrown brand's role in boosting the economy and preserving diverse cultures.

The Summit, with its emphasis on sustainable development and economic empowerment, stands as a testament to NICEorg's commitment to advancing the growth and recognition of India's rich Cultural Assets.

[Kunal Sachdev](#), [Swaminathan Ramachandran](#), [Anindita Dash](#) and [Vinay Prashant](#) were part of the panel.

The event had representation from the Industry, implementing NGOs, sectoral experts (both national and international), Cultural Entrepreneurs and Govt Stakeholders.



## **BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024**

### **EVENTS**

#### **June 2024: TiE Chennai Charter Member Dinner**

TiE Chennai organised a Charter Member Dinner on the 14th of June 2024 and invited Mr. Sanjay Anandaram, Co-founder of NICEorg as a guest speaker at the event. He called for "Cultural Entrepreneurship" to become a part of policymakers' vocabulary, inspiring entrepreneurs to leverage India's rich heritage for entrepreneurial success and presented insights on the power of Cultural Entrepreneurship.



#### **May 2024: NICEorg's participation in Ministry of Tourism's Strategic Conclave**

NICEorg was invited to present their work at the Ministry of Tourism's Strategic Conclave with Principals of Hotel Management Institutes & Domestic Offices chaired by the Secretary, Ministry of Tourism, Govt of India in Bengaluru on May 9th, 2024. The agenda broadly included:

- i. Vision and Strategy for each Institute.
- ii. Skilling & Capacity Building in Hospitality & Tourism Sector



## BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024

### EVENTS

#### January 2024 – Second Roundtable on Cultural Entrepreneurship

The 2<sup>nd</sup> Roundtable was held at FLAME University in Pune. The session was inaugurated by the Hon'ble Textile Minister Sh. Chandrakant Patil (Maharashtra) and witnessed participation by a range of cultural start ups, academicians, Govt stakeholders and artisans.

This is one among the many needed conversations, frameworks and recommendations necessary to build relevant policies in the country.



*India's Cultural Enterprises: Stakeholders and Market Designs*

#### Speakers and Panelists

The Roundtable will be inaugurated by **Sh. Chandrakant Patil**, Minister, Textiles, Higher & Technical Education (Maharashtra). Panelists will be (in alphabetical order):

- **Anil Gupta**, founder, Honey Bee Network, SRIITI, GIAN; visiting faculty, IIM Ahmedabad
- **Arman Ovla**, Assistant Professor, Faculty of Design, Art and Performance, FLAME University
- **CV Raju**, Padma Shri Artist (Elkoppaka toys)
- **Deepanshu Khandelwal**, CEO, Catalyst AIC (AIM, NITI Aayog)
- **Intif Lone**, Executive Manager, Handicrafts and Handloom Department, Kashmir
- **Krishnagopal Grandhi**, CEO Access Livelihoods
- **Kanchana**, CEO, NICEorg
- **Kunal Sachdev**, Founder & Managing Director, Caravan Craft
- **Karishma Shah**, Research Associate, CKA, FLAME University
- **Nitin Pamnani**, Co-founder, iTokri
- **Piyush Ozarde**, Research Associate, CEED, Gokhale Institute of Politics & Economics
- **Poonam Gandhi**, Associate Professor and Assistant Dean, FLAME University
- **Ravindra Sathe**, Chairman, Maharashtra State Khadi & Village Industries Board
- **Sanid Patil**, Assistant Vice President, Invest India
- **Sanjay Anandaram**, Co-founder, NICEorg
- **Siva Devireddy**, Founder & CEO, GoCoop
- **Sunil Jalihal**, Founder & CEO, Indie Inspirations
- **Suresh Krishna**, Founder & CEO, Yunus Social Business
- **Swaminathan Ramachandran**, Chief Supply Chain Officer, Aditya Birla Fashion & Retail
- **Yugank Goyal**, Associate Professor and Founder Director, CKA, FLAME University



## BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024

### EVENTS

#### NICESamanvay: Cultural Entrepreneurship Summit

On the 29th and 30th of June, 2024, NICEorg organised India's first Cultural Entrepreneurship Summit, [NICESamanvay](#), at the Bangalore International Centre in Bengaluru.

With over 400+ participants, 3 Keynotes, 5 Panel Discussions, 7 Talks, 1 Conversation, 20+ Exhibits, 2 workshops, 10 Entrepreneur Journeys and 1 Cultural Program, [NICESamanvay](#) was truly a melting pot of all things relevant to Cultural Entrepreneurship. The participation and support stakeholders was truly amazing. [Shri Jayesh Ranjan, IAS](#), from Govt of Telangana, Dr Nandhinidevi K, IAS, Director, e-Governance, Govt of Karnataka, [Shakir Haq](#) from NKP Empire Ventures, [Gautam Gupta](#) from Paradise Food Court, [Kirti Goel](#) from P-Tal, [Sandeep Varma](#) from CGTMSE, [Avishek Gupta](#) from Caspian Debt, [Manoj Kumar](#) from Social Alpha, [Chandu Nair](#), [Sanjay Prasad](#), [Sooraj Bhat](#) from ABFRL, [Aparna Thyagarajan](#) from Shobitam, [Manish Saksena](#) from Aadyam Handwoven and many others!

Please click on <https://www.youtube.com/watch?v=YNbmnj8rvys&t=3s> to get additional details and catch a glimpse of the Summit.

Heartfelt gratitude to the Principal Sponsor [NuVentures](#) and [Yunus Social Business](#) for all the support in unveiling the First Edition of NICESamanvay





## **BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024**

### **NICE CHAPTERS**

NICEorg started four new chapters in 2024 – Chennai, Delhi, Bengal and Mumbai. These chapters work towards promoting cultural entrepreneurship by building a city-level cultural entrepreneurship ecosystem.

### **2<sup>nd</sup> November, 2023 Chennai – NICE Chennai Chapter Launched.**

Chennai chapter was the third one to be launched after the first at Hyderabad and second in Bengaluru. The chapter was launched in collaboration with TiE Chennai at the TiE office in Taramani. Enterprises present were very participative in providing suggestions on approaches to grow the ecosystem of Cultural Entrepreneurship in the State.



## **BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024**

### **NICE CHAPTERS**

#### **10<sup>th</sup> January, 2024 Mumbai – NICE Mumbai Chapter Launched.**

Mumbai chapter launched immediately after and witnessed participation of 10+ Entrepreneurs at the first meetup. The meeting covered a variety of topics ranging from the potential of the sector, strategies for securing funding and investments to ethical practices, profits etc.



## **BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024**

### **NICE CHAPTERS**

#### **February 2024 – NICE Delhi and NICE Bengal Chapters Launched.**

The NICE Delhi chapter was launched with a small niche group of Cultural Entrepreneurs to brainstorm and see how the NICE community of Enterprises could engage and tackle some of the local ecosystem challenges that Cultural Enterprises encounter.

Immediately after, NICEorg's Bengal chapter was launched in the "City of Culture", Kolkata. The launch saw presence of a diverse set of Cultural Entrepreneurs across various NICEorg sectors all echoing the common sentiment of fostering collaboration and working together in growing the Cultural Entrepreneurship Ecosystem





## BUILDING THE CULTURAL ENTREPRENEURSHIP ECOSYSTEM IN 2024

### RESEARCH PARTNERSHIP

NICEorg continues the collaboration with Venture Intelligence in publishing two Investment Reports focused on Investments in the 5 sectors that NICEorg works in.

In 2025, we aim to add more sectoral insights and investment information that are mobilized through prominent incubators in the country.





## **LEARNINGS**

- The criticality in moving the needle in this sector from preservation through Cultural Entrepreneurship. It is important to create the mindset shift towards Cultural Entrepreneurship, embrace alternative economic models for livelihoods, wealth creation, sustainability and relevance of India's Cultural Assets
- Constant dissemination of information and awareness in the ecosystem is the need of the hour – Patience and Persistence in carrying this out being the key.
- The success of the existing ecosystem blueprint in the IT space needs to be brought to the fore in a continuous manner to reiterate the need for a similar framework for the growth of Cultural Entrepreneurship
- Partnerships and Collaborations are the key to building any large scale ecosystems. This has to happen across all levels; between Enterprises, corporates, Philanthropic stakeholders, Governments and academia.
- Access to funds remains to be one of the greatest challenges in this sector. It is very critical to arrive at an array of financing instruments ranging from debt, grants, equity to a convertible note
- Local change makers in various regions of the country is a must have to drive growth of local ecosystems.
- Specifically curated mentorship initiatives of a longer duration is one of the key requirements to boost growth of Cultural Enterprises



## **SOME NOTABLE OUTCOMES**

- " NICEorg and Jaipur Rugs Foundation conceptualized, designed and developed an entrepreneurship program,  
  
for entrepreneurs in the home décor segment. A phone survey of these cultural enterprises showed the following: 
- (I) Average of 10% increase in Revenues of Enterprises
- (II) Ventured into newer geographies including exports to countries like USA, Japan, Bahrain, UAE and Czech Republic.
- (III) 250 direct and indirect livelihoods created
- #NICESamanvay; being an unique Cultural Entrepreneurship Summit led by NICEorg propelled our work and led to a significant outreach and interest in the Ecosystem. Significantly:
  - (I) Number of inbound expression of interest to be part of the NICEorg Community from Cultural Enterprises increased by 10% as compared to the same time last year
  - (II) Led to accelerated momentum in formalizing and rolling out programs agreed upon in the MoU with the Govt. of Telangana
  - (III) Emergence of promising leads in newer regions and institutions to expand NICEorg's work



## SOME NOTABLE OUTCOMES

- The world's largest event on entrepreneurship i.e., TiE Global Summit will be held between Dec 9th and 12<sup>th</sup>, 2024 in Bengaluru and Mysuru, with an estimated 10K participants. NICEorg will be exclusively curating a Cultural Entrepreneurship day on Dec 12th in Mysuru. This will expose cultural entrepreneurship and cultural enterprises to a global audience.
- Emergence of city based Cultural Entrepreneurs spearheading specific activities at a city level to accelerate ecosystem growth in Chennai, Bengaluru, Bengal and Mumbai
- NICEorg was successful in institutionalizing Cultural Entrepreneurship **3 Credit Course** at INTACH, Delhi





## Looking Forward to 2025

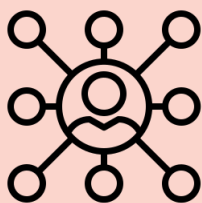
In 2025, we will continue to expand our operations and presence across geographies. More specifically, here is what we aim to achieve:



Establish 4 new city chapters in the country



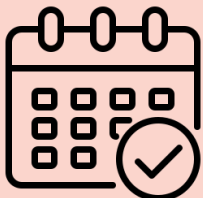
Enable Funding for at least 4 Enterprises



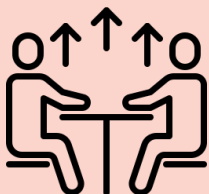
Outreach and engagement with 2K new Cultural Enterprises



Work with Cultural Entrepreneurs to impact at least 10K livelihoods



Organize 2 versions of the flagship #NICESamanvay in two cities



Engage with 50 new Mentors



Foster 5 Institutional Partnerships



## PARTNERS IN OUR JOURNEY

### INVESTORS



**SOCIAL**  
alpha

Upaya Social  
Ventures

### ENTREPRENEURSHIP ORGANISATIONS



### Corporate Partners



### GOVT



### KNOWLEDGE PARTNERS



### FUNDERS



### ACADEMIA



INTACH HERITAGE ACADEMY

### SERVICE PROVIDERS



Zamstars

# THANK YOU

The entire team of NICEorg would like to express their gratitude and appreciation to the Donors, Advisors, Mentors, Partner organizations, Govt stakeholders, members from the Academia, Volunteers, Interns and most importantly CULTURAL ENTREPRENEURS who continue to believe in our mission and work with us in building this ecosystem block by block.

We exist because of you and look forward to continued engagement and collaboration.

A big **THANK YOU** from all of us!





Network of Indian  
Cultural Enterprises

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[namaste@niceorg.in](mailto:namaste@niceorg.in)

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