

# Content Writing for Dechlabs

This portfolio highlights my versatility and expertise in crafting compelling content that empowers startups to thrive in competitive markets. I specialize in creating engaging and informative blog content tailored to the unique needs of startup companies.



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## Co-Working Spaces – the new urban social practice

With growing freelancers and startups, our cities developed a need of work environments which allows them to freely practice their professions while being engaged with other people and community. These spaces prospects people to collaborate, exchange knowledge, create more networks, learn and benefit from each other.

Surat city, in spite of being dominated by businessmen, have also catered to need of these spaces for its mobile professionals and set-up innovation hubs to help independent individuals in growing their businesses in an affordable and amenity-rich environment. Some of these centers are listed below:

### 1. SYNCORO

It is an integrated start-up accelerator platform provides support and resources and helps its entrepreneurs to flourish and scale up their businesses. They work on engaging the key stake holders in a startup ecosystem under a single roof to create synergy that accelerates creativity and innovation. Not only does Syncoro provide space for working but also offers business consultancy through its K-CELL consulting, training and skill development program and start-up accelerator programs.

With its fully equipped workplace, Syncoro adds great value to one's work experience.

### 2. SPACEPLEXX Coworking Space

Located in suburban region of the city, Spaceplexx is Surat's first coworking space which inspires individual to create, engage and innovate in its nurturing environment. It makes sure to cater to every individual's need and provide them enough flexibility to comfortably work and improve productivity. It attempts to offer a platform to foster creativity, collaboration and social engagement to inspire makers and doers.

'Ikigai' – a flagship coworking space is another location to reach out to them.

Spaceplexx offers various desk plans and office spaces to fit every man's work needs.

### 3. G9 CAPITOL

They believe, not only do great minds make great people but also the environments they work in. Located in Dumas area of Surat city, G9 Capitol provides such a space which not only welcomes natural light but also serves its users with beautiful view of the city from the terrace. One can sip a coffee at its onsite café and restaurant and enjoy the art gallery and games section while they take a break from work.

### 4. SPACELOUNGE

If you are looking for an affordable coworking space with perfect location to make connections and meet people, Spacelounge is the right choice. Located at Majura Gate, it provides freelancers and independent individuals with opportunity to work around other startups and entrepreneurs to work in an exciting environment and be a part of plethora network making events.

### 5. IKOVERK

Which is a place you would go to receive guidance to raise your company's growth trajectory along with working in a well-facilitated environment? IKoVerk! It is an active membership-based coworking space which brings together various professions and provides them with a "Plug and Play" work desks with wide choices of amenities, a chance to attend curated community events and also gives them access to the "Think Tank"- mentors that can guide you through their expertise at all professions, whether music, art, marketing, management, fashion or any other. Along with business and supporting

facilities, IKoVerk also provides leisure facilities like chill-out zones, library and café for one to celebrate their work life.

6. COWORQ

Located in the most active area of Surat surrounded by exciting snacking and dining opportunities, Coworq is a workplace which provides a 24-hour security for you. It provides its users with peaceful and calm workplace where you can focus, expand your personal and professional network and find talented people to collaborate with. The work setting is well facilitated and furnished and motivates you to work by surrounding yourself with hardworking individuals like you. Its proximity to public transport makes it easily accessible setting.

7. SURTIILAB

AIC SurtiiLab is an initiative taken by Surat Smart City Development Ltd (SSCDL) to promote culture of discovery and innovation, start-ups, skill development and trade facilitation. Aiming to make Surat a global Smart city, this place provides entrepreneurs a platform to escalate and capitalize on new jobs generated in the economy without compromising with the importance of traditional businesses of the city. Not only does it provide a great place to work but also helps self-employed people to build partnerships and relationships and in connecting people to raise funds for development.

All these work spaces and many more are serving its talented entrepreneurs with plateful of knowledge and growth and skill. These great steps forward, in supporting the modern workforce of the city is the best way to smoothly adapt to the changing economy.

## FoodieCart – where tonight’s hardwork shines brightly tomorrow ...

Inspired from his Grandpa, who ran one of the oldest active restaurant in Surat, Krunal was determined to combine his education with his legacy and brought forth the concept of FoodieCart – Surat’s First Night Delivery Food Company.

The company delivers food from 12 am to 4am at night and have also introduced daytime services. It is advancing and scaling up by introducing new concepts and strategies in the market, targeting the general public of Surat. This company surely is a great news for all food lovers in the city!

However, every long-term success story emerges after some short-term breakdowns. So, what’s the story of Krunal?

Back when he started this company, not many investors were enthusiastic about the idea of commencing a business in hours when most of the city is inactive. But as the proverb says, a father is a banker provided by nature. Krunal’s father – his mentor - not only supported him financially but also allowed him to *make mistakes, learn from it and grow*. He also encountered many challenges in making the restaurants understand this business and get priority in orders. But one needs to try harder to get better and giving up was never an option for Krunal. He managed to overcome these obstacles effectively by convincing the restaurateurs and get them across the mutual benefits and growth of network in a new pool of customers.

*“Failure can never overtake if the determination to succeed is strong enough”*

In times where companies continue to expand across the globe, it is important than ever to establish a positive work culture especially for organizations that are new and growing rapidly. Krunal believes in an open culture work environment, keeping zero barriers between different teams, encouraging dialogues across different hierarchies creating a collaborative atmosphere. He also states that employing ‘youth’ plays a key role in building an avid work environment. These beliefs benefit him with a smoother workflow in an energetic workspace.

*“To have happy customers, one needs to have Happy Staff“* he quotes.

Krunal very well understands the role of social media in progress of a startup. It has loads of benefits towards growth of a company. He believes that all startups go hand in hand with social media yet, it only guarantees ‘audience’ – the quality and kind of product that one delivers which ultimately ‘engages’ that audience, is what matters. Social media helps build relationships. He is a determined and passionate individual who has started small towards a bigger dream.

## Pockeats - why go nuts when you have Peanuts !

A healthy diet is a solution for all our health-care problems. One must eat at an optimal meal frequency. But it is not unusual to feel the hunger pangs at odd hours after lunch and we are tempted to have some fried, oily, salty chips or a cookie rich in sugar or some other unhealthy snack. These, though, are counterproductive snacks which does satiate since they do not provide enough nutrients to your body and one ends up craving for more. So, if you must munch, it is very important to have healthy ones. Protein rich diets helps one to hold on till dinner and prevents from eating more unhealthy snacks. One must keep fat consumption to minimum and intake iron & calcium rich food.

But what snacks are nutritious as well as tasty?

*Of course, Nuts!* They are nourishing, tasty, convenient and easy to carry wherever you want to. They are rich in protein, fiber, minerals, provide good unsaturated-fats, helps in reducing cholesterol, reduces the risk of chronic diseases and helps you live a healthy life. According to a study at NCBI, a low carbohydrate diet (LCD), with some staple food being replaced with nuts, has been shown to reduce weight, improve blood glucose, and regulate blood lipid in patients with type 2 diabetes mellitus.

Nuts like Peanuts, Hazelnut, Dates, Pistachios, if included in diet, would not only benefit your physical health but also strengthen your mental abilities. We can help you begin this nut-snacking through our products. Roasted peanuts are not only delectable but extremely healthy too. But it's important to know how!

To start with, let us know about peanuts - scientifically known as *Arachis hypogea*, and are also known as groundnuts, goobers and monkey nuts. These nuts provide a set of naturally protecting nutrients that have been proved to help fight diseases, promote weight management, and improve overall diet. It's a unique combination of more than 30 vitamins and nutrients and its pleasant flavor make them a great addition to any diet. A study at Penn State University looking at the diets of more than 15,000 people, found that levels of vitamin A, vitamin E, folate, magnesium, zinc, iron, calcium, and dietary fiber were higher in people who consumed peanuts and peanut products.

Peanuts are also a good source of *Biotin*, water-soluble Vitamin B, which helps the body to convert food into energy and is very important for your hair, skin, nails and during pregnancy.

Pockeats serves roasted peanuts which helps in reduction of risks of various heart diseases, strokes and cancer. Along with its health benefits, it also provides its consumers with varieties of tastes and flavors. Roasting also increases one of peanuts' antioxidants, primarily a compound called p-coumaric acid, by as much as 22%, making roasted peanuts richer in antioxidants than apples, carrots, or beets. Also being a good source of iron, which is very important component of hemoglobin, peanuts are the perfect choice for your daily active lifestyles. 1 oz. of peanuts has about 1.3 milligrams of iron, which works out to roughly one-third of the iron needs for men and 14 percent of the needs for women. The table below shows amount of nutrients found in 1 oz. of peanut according to The Peanut Institute.

One doesn't need to do a lot to gain these benefits and stay healthy, just a handful of Nuts is all that is needed!

## Pockeats - Introducing new flavors

With growing millennial generation, there is a rise in number of food-lovers. These young people are the greatest consumers of snacks today, resulting in increasing demand of innovative food products and flavors. To keep the customers hooked up to the company, one must keep updating. The challenge here is to not only furnish good taste in the products, but at the same time provide nourishment. Adding flavors to one's products is one of the ways to do this. It raises the probability of getting chosen over the other competing products and also creates a possibility to bring customer back again and again.

Pockeats, since its beginning, have persistently tried to face this challenge and satisfied its customers with a blend of nutrition and taste. The team gained confidence to take this journey a step further after observing the overwhelming response for the salty flavor. With a constant hardwork for 9 months and with a strong vision of bringing this concept to reality, Pockeats is now ready to present exceptional experience for its lovers, two new unique flavors – **Zesty Lime and Spicy Chakna!**

Launching in mid-june in more than thousand retail outlets in Surat, these flavors are introduced to meet city's high demand and will definitely create excitement in the market. After receiving affirmative feedback from family and friends, Zesty Lime and Spicy Chakna had moved to priority on the list igniting a hope that it'd also move on top of our snackers' list. The team is now making sure to flavor and roast each seed and serve its customers' palate with a delectable taste.

Any flavor, once reaching the palate, makes a connection with the consumers memory. While the senses of taste, smell, and vision are distinct, visual stimuli have been shown to alter the perception of taste, smell, and flavor, says Jeannine Delwich at Science Direct. Hence it is very important to consider a complete experience when introducing new product. Not only have the team experimented with the flavors but also with its packaging and advertising. They have also introduced 250g packs with a whole new skin.

So, when are you experiencing this new adventure with pockeats ? Don't forget to share it with us!  
#pockeatlime #pockeatchakna #Chaknazarurchakhna

## SWAD Institute - Creating delicious wonders

Food is something that everyone needs to survive, no matter the race or religion or country. It is one of the biggest aspects of a culture. Hence, learning how to cook is the most important skill a person can have. Very few people teach as passionately and intensely as Sneha Thakkar, who transforms cooking into an Art.

**“ No one is born a Great Cook, one learns by Doing ”**

In 1997, when disorder hit Sneha in personal life, she found herself go down the dark lane. But as Earl Nightengale said, *everything in this world begins with an idea*. A sudden idea occurred to Sneha as well. She wanted to teach others what she was passionate about and was good at, and that marked the beginning of her meritorious cooking journey.

Sneha started SWAD Institute in 1997 with a simple passion for cooking. She is now a renowned Culinary Expert Chef, who is applauded for her 20 years' experience. Her institute provides a platform for people of Surat to learn cooking from expert faculties with hands-on training and health tips.

**“ A little progress each day, adds up to big results ”**

Sneha encourages a Free-Spirit work culture in her institute, where everyone does a little bit of everything. She shows confidence in young employees and believes that they are fusion of both, enthusiasm and creativity. There is no quotidian task assigned to the employees. She organizes incentive programs where every employee receives incentives directly proportionate to the sales of the company.

Fortunately, the company never faced liquidation, but *nothing grows in life unless challenged*. And Sneha has readily encountered any challenges that she has come across. “ There are two main challenges that we have been facing. First, each day free cooking content gets uploaded online which hinders our growth unless and until we emphasize on hands on training and second, we need new crowd every time as we have limited courses to offer, so we must be very aggressive in marketing ”, she says.

Any business' success starts from it's marketing. It helps spread the word out about your company and boosts up your reputation. Consequently, Sneha have been organizing effective programs like “ Affiliate Program ” to promote mouth to mouth publicity and actively apprising about the company on Social media. She believes, social media is the best platform after WOM marketing. It allows you to connect to innumerable, inaccessible people of the city.

**“ Strive for continuous Improvement instead of Perfection ”**

Strength and growth comes through continuous efforts. Sneha believes, to scale-up a company and engage more clients, one must scrutinize and evaluate the company's work progress, try to figure what is lacking and introduce new concepts and solutions to advance.

**“ Experience is the teacher of all things ”** quotes Sneha.

A self-taught Culinary Expert Chef, Sneha's story inspires all, especially women, to fight against all odds and follow your passion in achieving success. She is the perfect example of :

*Chase your passion, and success will chase you !*

## Pani Food - Patience is a conquering virtue.

With a mission to build a strong food community and ease online ordering, Setal started Pani Food three years ago, an online food ordering and free delivery company based in Surat. It provides a single window through a wide range of restaurants with a reliable and fast delivery service across the city.

The concept of introducing such an operation originated by understanding the fundamental needs of a human, Food being one of them. Setal believes food must be available to all and hence, she wanted to create a platform – *Foodbook*, where people convene and share their '*food feelings*'. Pani Food, presently, has 130+ restaurants of Surat and is constantly advancing. However,

**' Every great achiever is inspired by yet another triumphant. '**

Setal takes inspiration from Mark Zuckerberg and understands the enigma of being a visionary and fearless in conjunction with being calm and patient in situations. She has been challenged persistently during her journey as an entrepreneur, yet, every time she has confronted and advanced.

Logistics, as stated by Setal, is the biggest challenge. '*Strong vision with quality can beat anything* ', she quotes. Time bound deliveries along with dealing with less tech-savvy delivery boys – making restaurants use technology to process orders – producing quality output - finding proper resources and dedicated team members , have been her everyday concern.

Although, *where there is a will , there is a way*. To overcome these obstacles, Setal started introducing strategies like training sessions and demo classes for delivery boys, updating and organizing work in terms of technology. She controlled expenses to beat cash crunches and most importantly, she started motivating and inspiring her team by explaining them the journey of Pani Food - it's vision and mission.

**Happy employees = Happy customers = Successful company**

Setal believes that happy employees make happy and long-term customers as they provide more knowledgeable service and put company's best face forward. Hence, at Pani Food, they follow unrestricted working hours, except for call center and delivery boys of course!

**Youth with a vision has bright future** , she quotes.

She also believes that young employees are very important for growth of any company. They have power and risk-taking abilities. One only needs to control this energy and put it into right use.

While working in the Food Industry, its difficult to disregard the hunger problems one perceives in our everyday surroundings. But very few people possess the ability to confront it. Setal is one of those few. As says their mission, she believes *nobody should go bed hungry*. At Pani Food, she has started leveraging the delivery channel to distribute waste food to the needy on a smaller scale.

She also plans to go multicity with Pani Food this year aspiring to approach the world.

Setal is an emerging, visionary leader who desires to achieve success by virtue of perseverance and patience.



## The Cleaning Company – where cleaning is a practice, not a project.

Benjamin Disraeli once said, “ Cleanliness and order are not matter of instinct ; they are a matter of education, and like most other things, you must cultivate a taste for them. “ Such was a taste developed by Shalin when he founded The Cleaning Company in 2015.

It's an initiative taken to provide housekeeping services, which focuses mainly on the premium residential areas and corporate spaces in the city. Supported by Friends, Family and Foes, Shalin started this company with an objective to simplify people's lives in doing quotidian work by saving them, their energy and time - in the most environment-friendly way. His company specializes in wide range of on-demand services like Housekeeping, Office cleaning, Event cleaning, Upholstery cleaning, Steam cleaning and Pre-moving in.

*“ Motivation comes from looking at the things you want  
and doing what it takes to get it “*

Big business empires have always inspired Shalin and have motivated him to advance even when the company faced cash crunch. “ Cash crunch is a nightmare for Businesses, we have faced it too. But customers' support and help would always quick fix. “, says Shalin. But one needs to be transparent, approachable, must build faith and give their one-hundred percent to gain such endorsement. The company's growth accurately reflects that these belief systems are imbibed in their work culture.

*Everyone you will ever meet knows something you don't ,  
Networking is a means to form relationships and makes 'you' known.*

Shalin believes that it's very important to connect and build relationships with the target audience. And the best way to achieve it is through social media and networking. It helps a company grow globally and helps to put a word out about your business. It reaches all ages and is cost effective. Be it Facebook , Google or WhatsApp, all of them have played an important role in his company's growth.

It wasn't easy for Shalin to bring-in clients for a new idea in the city. But he believed that networking and patience was the key.

*“ What is good for society is also good for business “*

Any company must not only show financial performance and progress but should also make its contribution to the society they exist in. Believing in this idea, Shalin desires to employ transgenders in his company in the future.

Keeping in mind his vision and dreams, Shalin began his journey towards transforming our society into a clean and sustainable neighborhood. His creative and service-oriented idea has received overwhelming response from the city. His story not only teaches us to become a socially responsible individual but also edifies that –

*“Excellence does not mean - to Create new ideas,  
It means to translate an Ordinary idea into Extraordinary “*