



# **Entrepreneurship Cell, LSR Reports 2016 - 2021**

*Striving to make  
Prud-ent-repreneurs*



**BIENNIAL  
REPORT  
2016-18**

**ENTREPRENEURSHIP CELL**

**LADY SHRI RAM COLLEGE FOR WOMEN**

# TABLE OF CONTENTS

## **I. INTRODUCTION**

Who are we?	1
Vision	2
Mission	3
Growth	4
Timeline 2016-2018	5

## **II. COMMENCEMENT YEAR**

	11
Start Up Campaign	12
Fin-o-lution	13
Board VS CXO	14
BSE Workshop	15
Panel Discussion	

## **III. SECOND YEAR**

B-Plan Competition	17
Tag Line Competition	18
Kannabis	19
Popxo	20
BBG- Telecom	21
Josh Talks	22
BBG- Tech Companies	23
BBG- Cryptocurrency	24
BBG- Data Mining	25
Women Entrepreneur Day	26
Battle of Entrepreneur	27
Visioners	28
BBG- Use of technology	29
BBG-Trade Wars	30
Newsletter	31
B- Plan Session	32
Case Study session	33
Out turn Budget	34
Vriddhi	35

# • WHO ARE WE? •



"If everyone is thinking the same thing, no one is really thinking"

"Entrepreneurship is a limitless practice". It can have multiple meanings. It can mean profit, problem solving innovation, creativity, passion and much more. Further, it can mean distinctly at various levels. The cell aims to support and facilitate students to engage as well as involve in entrepreneurship by providing the student community the space to brainstorm and create.



# • VISION •

**"Entrepreneurship is a limitless practice"**

The main idea of the Entrepreneurship Cell is to believe in the power of ideas to change the face of the society and the student community and growing through five pillars- **mentoring, networking, educating, incubating and funding**. The vision for this cell is essentially to arouse the spirit of entrepreneurship and give confidence and support to arising entrepreneurs. It is to mentor students to engage, arise and involve in entrepreneurship by honing them and providing a space to brainstorm and create. We aim to create a space where value addition is maximum and takeaway from participation is huge, and a space wherein everyone is thinking of different ideas at all times.

We aim to create a platform for like-minded students to connect with each other and share, create and structure their ideas. Entrepreneurship is also about problem solving and working for an impact, thus making, our very own college a better place against the background of sustainability and community building.

## • MISSION •

A society or a cell is successful only when it moves with mutual consensus towards a determined goal and objective. This is our mission. The cell is a pre- professional student organization. The mission is to be the leading resource for anyone at LSR, who is ready to unleash their aspirations and build an enterprise, a skill or a career. Our sole mission is **VALUE ADDITION**.

## • VALUE ADDITION •

One of the most important aspects of the cell is to hone the skills of the associates and students body at large. Through various sessions we work towards giving the students platform to learn, innovate, create and apply their skills and knowledge. For this we organize various events through our mentoring facilities, knowledge series and various collaborations. We disseminate relevant information with the student body through our social media platforms.

# GROWTH IN THE PAST TWO YEARS



80%

## OUT REACH

SINCE THE INCEPTION OF THE CELL THERE HAS BEEN AN 80% INCREASE IN THE NUMBER OF ASSOCIATES SELECTED.

## DIVERSITY

THERE ARE CURRENTLY ASSOCIATES FROM OVER 5 DEPARTMENTS. WE ENSURE DIVERSITY AND ENCOURAGE HUMANITY STUDIES TO APPLY.

20%



200%

## EVENTS ORGANISED

THERE HAS BEEN A EXPONENTIAL INCREASE IN THE NUMBER OF EVENTS ORGANIZED FOR THE HOLISTIC DEVELOPMENT OF STUDENT BODY.

## DIVISIONS ADDED

TO MAKE SURE THE RUNS IN AN EFFICIENT MANNER - A MARKETING AND RESEARCH DIVISION WAS CREATED. ALSO, VRIDDHI AN INITIATIVE TO HELP SKILL EXCHANGE BETWEEN THE STUDENT BODY HAS BEEN CREATED UNDER THE LIVE PROJECT DIVISION.

3





# • TIMELINE 2016-18 •



DESIGN LOGO

10/6/2016



ORIENTATION

21/6/2016



INCEPTION

6/9/2016



BSE WORKSHOP

9/3/2017



START-UP  
CAMPAIGN

14/6/2016



FIN-O-LUTION

21/10/2016



BOARD VS CXO

22/9/2016



PANEL DISCUSSION

23/3/2017

ORIENTATION

4/8/2018

B-PLAN  
COMPETITION

7/8/2018



# • TIMELINE 2016-18 •



TAGLINE  
COMPEITION

10/8/2017



JOSH TALKS

12/10/2017



ICE-BREAKING  
SESSION

31/8/2017



TECH COMPANIES

13/10/2017



CRYPTOCURRENCY

3/11/2017



KANABIS

7/9/2017

POPXO

14/9/2017



BBG- TELECOM

25/9/2017

DATA MINING

8/11/2017



WOMEN ENTREPRENEURSHIP  
DAY

19/11/2017

# • TIMELINE 2016-18 •



VISIONERS

11/01/2018



BOE

11/1/2018

CASE STUDY  
SESSION

2/4/2018

USE OF TECH &  
GOVERNANCE

26/2/2018

TRADE WARS

15/3/2018



NEWSLETTER

22/3/2018



BUSINESS PLAN  
SESSION

26/3/2018



OUT-TURN THE  
BUDGET

5/4/2018



VRIDDHI- INTRO

6/4/2018

UNION 2018-19  
SELECTED

12/4/2018





2016- 2017

WING  
oon



Do you wish to invest in Stock Market? Are you willing to learn how you can earn through Stock Market?

The Entrepreneurship and Finance Cell of LSR

Welcomes you to an enriching session on Financial Markets Organized by BSE

Come and learn about – Long term Investments, Financial Modelling, Mutual Funds, Portfolio Management and lots more!



Entrepreneurship and Finance C

Lady Shri Ram College For Women

Presents

Its first ever intra college event

PANEL DISCUSSION

on

ARE START-UPS EVEN UNIO  
ANYMORE? DO TOO MANY C  
SPOIL THE BROTH?

March 2017, Thursday

From 11:45

PRESENTS  
Board VS CXO  
Risk Simulation Game

POWERED BY:



GLOBAL RISK MANAGEMENT  
INSTITUTE, GURGAON

GET YOUR GREY CELLS IN ACTION!

EXECUTIVES OF TOP NOTCH COMPANIES COME TOGETHER AS YOUR  
PANELISTS

A SIX FIGURE CASH PRIZE AWAITS THE

THE ENTREPRENEURSHIP & FINANCE CELL  
UNION 2016-17

AASISHA CHAUDHARI  
PRESIDENT

AASISHA GUPTA  
JOINT SECRETARY

AASISHA CHAUDHARI  
COORDINATOR

COMQUEST, LSR  
in collaboration  
with  
ENTREPRENEURSHIP  
AND  
FINANCE CELL  
cordially invites  
you to:

Registrations  
begin  
28th September

FIN-O-LUTION

Commencement  
Year



# START UP CAMPAIGN

## THE EVENT

Entrepreneurship Cell LSR started a campaign on start-ups, budding entrepreneurs and the start-up environment on their official Facebook handle spread over months of October 2016 to February 2017.

## MISSION OF THE EVENT

The aim of the same was to bring to the knowledge of everyone the young entrepreneurs and their success stories. The notion was based on creating awareness via stories of students which would consequent in increased motivation, confidence and instigate a thought of converting ideas into reality, drive and initiative among the students.

## REPORT OF THE EVENT

The campaign started with sharing stories of current students of LSR and the Alumni of the college. Getting to know how your peers are building their own ideas into concrete actions gave a much better understanding. The campaign went on to sharing stories of students from all over India. All the stories that were shared were about wide range of entrepreneurial actions in fields of design, film making, recycling, travel and accommodation and many more. The campaign also helped the cell to increase their reach and viewers while inspiring and appreciating young entrepreneurs. Through the campaign, an initiative was also made on familiarising the audience with a few common terms and practises followed in the start-up ecosystems. The E-Cell team put in great efforts to research and contact people to get such useful stories. These posts received good response and were liked by people from various colleges in India.



# FIN-O-LUTION COMQUEST'16

## THE EVENT

The 2016 edition of Comquest, international academic fest of Commerce Department LSR featured an unprecedented event for the Finance and Entrepreneurship enthusiasts. This event is to be the ultimate test of your knowledge in both these fields. There will be a preliminary round to gauge the participants' preparedness for this highly challenging event through case studies. The second round would aim to find out their interests and skills in the areas of finance and entrepreneurship. The final round would involve the creation of an app.

## MISSION OF THE EVENT

The aim of this particular event was to create a mix of the two disciplines: finance and entrepreneurship; these fields are acclaimed to be the challenging and most sought after in today's era. This event aims to give the taste of a practical experience as a budding financial entrepreneur. The event aims to give a highly sophisticated and enriching experience to the participants, audience and judges.

## REPORT OF THE EVENT

Fin-O-Lution was the first ever event organized by the Entrepreneurship Cell LSR. The event had 3 rounds of which the first was an online round and the other two were conducted on campus.

Round 1 was an online round. It was a case study round where a case study on our title sponsors: Pine Labs was sent to all the registered participants. The case study was based on the company and how it can reach more and the students segment of the market. A financial aspect was also added to the case study. All the solutions received were shortlisted and invited to the campus for the further rounds.

Round 2 was on the concept of an auction. The participants were be given a fixed portfolio where they were be required to bid on the various items required in any hospital of various medical fields and create a hospital with the items on auction. They had to prepare a summary sheet and explain their strategy ahead and premise behind their bids. 5 teams were shortlisted to the next round. Dr. Chhabhra, Director of a leading hospital judged the round; he found the round particularly interesting and innovative. It was a silent auction.

Round 3 was based on the emerging concept of "FinTech" in entrepreneurship. (Financial technology) In the final round participants were asked to identify the aspects lacking in the financial sector they choose and create a prototype of an app (a presentation) on the lines to overcome the difficulties. The participants were judged on the basis of their analysis of the particular finance sector, creativity, feasibility of the app they designed and presentation. This round was very generic without much restriction. This round was considered to be the most challenging round among the participants as time management in this particular round was a herculean task. The winners of the event had created a very interesting application which was based on investing for a common man.

# BOARD VS CXO COMQUEST'16

## THE EVENT

The competition is being launched by the Global Risk Management Institute (GRMI) Gurgaon, in collaboration with the Entrepreneurship and Finance Cell Lady Shri Ram College for Women. This event is for participation by students from top graduation colleges and would require them to brainstorm the challenges/risks being faced by a Retail chain. Top teams would get an opportunity to present their thoughts to top Business Leaders (from PepsiCo, GE, ESPN Star Sports) & Academicians while exciting cash prizes await the winning teams and runner ups.

## MISSION OF THE EVENT

The event was to help students recognize the dynamic business environment and fast paced business world which they all dream to enter someday. Be it management skills, leadership skills or entrepreneurial skills, it was to test them all. The most distinctive feature of this endeavor of ours had been to create a unique and a one-of-a-kind event with a highly qualified participation. The event also aimed to bring to practical terms the working of huge multinational and the conflicts between the executives and the investors.

## REPORT OF THE EVENT

This particular event was the flagship event of Comquest'16 and was powered by the Global Risk Management Institute, Gurgaon. The event witnessed a magnificent participation of great quality. The event was a 2 day affair. International and national participation was another enthralling feature.

All participating teams were required to come up with a strategy that enables Ascox, the retail chain to achieve continuing Revenue growth at 15, 18 and 20% over the next 3 years. This growth needs also involved the increase in the EBITDA profit margins by about 2% YoY. Needless to say the management team had to ensure that a significant number of operating risks that have been called out in the strategy paper given to the teams were duly thought through in terms of its impact on the ability to meet growth and profit targets that the strategy paper calls out.



# BOMBAY STOCK E EXCHANGE WORKSHOP

## THE EVENT

BSE Institute Ltd. a wholly subsidiary of BSE Limited. BIL inherits from BSE the knowledge and experience in Financial Market and further pass it on to the students by training them in this core area of Financial Market. BIL offers Global Financial Markets Professional (GFMP) Program a comprehensive course on Banking, Finance and Financial Markets. Entrepreneurship Cell LSR hence approached the BSE Institute to conduct a workshop on financial markets and investing in the markets.

## MISSION OF THE EVENT

The aim of the workshop was to provide the students with an insight about the basic functioning of the financial markets and also help them learn about the basics of investing. According to statistics, less than 0.5% of the country's youth invest in the stock market. The workshop was a step to introduce and educate the student body on investing and its benefits.

## REPORT OF THE EVENT

The workshop was conducted by a very experienced faculty of the BSE Institute. It was a very interesting session where the students learnt a lot about the financial markets and also got their queries answered about the markets in the question answer round which was followed by the power point presentation. It was indeed an enriching experience for everyone.

The faculty also shared real life experiences and his anecdotes to make the session more interactive and fun. The various methods of technical analysis was explained, the basics of the market, bull and bear conditions and the software applications used today were shared. A few cases and common mistakes were also discussed. The workshop left the students with as much as understanding to decipher the newspapers and various articles on stock market as well as investing.

BSE Institute Limited is instrumental to bring out the best of the talent by pushing them to train and excel in their chosen field of Financial Services Industry. To encourage the students of LSR to participate and learn more about financial markets through the courses started by the BSE Institute, the institute also conducted a scholarship test which tested the knowledge of the students on their basic understanding about the markets and financial system. Duration of the test was about an hour. 35 Students from LSR qualified the test and were awarded the scholarship to the students for the BSE Courses.

# **PANEL DISCUSSION ARE STARTUPS EVEN UNIQUE?**

## **THE EVENT**

A Panel Discussion for students of LSR was organised by Entrepreneurship cell on 2nd March 2017. The topic for discussion was 'Are start-ups even unique anymore? Do too many cooks spoil the broth?'. The same was moderated by Mr. Deepak Pandit who is co-founder of iSeed (Indian School of Entrepreneurship and Enterprise Development).

## **MISSION OF THE EVENT**

The idea to have an intra-college panel discussion with students as panellists was to give them the first-hand experience of such kind of discussion. The opportunity was to get them involved in the discussion instead of just being the spectators. The aim was to promote a platform for students to put forth their perspective about Start up-Culture and direct their thoughts and points in form of healthy dialogue.

## **REPORT OF THE EVENT**

The discussion was initiated with understanding as basic concept as meaning of the word Start-up. It went on to discussing few failed start-ups, the reasons behind failure of majority of start-ups and also a part of venture capitalist. The conversation on comparing some existing start-ups traced the roots of failure of few start-ups. Certain thought-provoking points on whether or how universities are fostering entrepreneurship were also discussed. The discussion concluded with how start-up attracts youth and strengthen the economy, however, failure of huge number of start-ups make it an unstable industry.

The event received a great turn out of students and appreciation by the moderator. The unique nature of event was the key attraction for students. Two awards 'Best Research' and 'Best Speaker' were also presented. Mr. Pandit at end gave us few insightful tips and ideas on how to inculcate the culture of entrepreneurship in our college.





2017-2018

WELCOMES,

PRIYANKA

GILL

FOUNDER &  
CEO, POPxo



COMING SOON

वृद्धि

Annual skill exchange initiative

ENTREPRENEURSHIP CELL | LSR

#Start अब

An Interactive Workshop  
On Entrepreneurship

12th October 2017  
11:45am - 1:30pm

Lady Shri Ram College  
New Conference Hall



THE BIZZ WORLD CHRONICLE

ENTREPRENEURSHIP CELL | LADY SHRI RAM COLLEGE FOR WOMEN

Striving to make prud - ent - repreneurs

**DES ARTIFICIAL INTELLIGENCE IMPACT DIS?**

Decade ago, robots seemed like science fiction. But now, not really. Computers no longer just win at chess but they can win property deals. At all this is happening really? Well, it is. World now debates if there will be any jobs which robots cannot do better? Will human jobs become redundant and four become obsolete? Is the application and usage of AI in business today, beneficial or disruptive in terms of jobs? According to McKinsey and Co., the breadth of application of AI technologies expand along with the ability to do intellectual work alone, along with pre-programmed work. Statistics says, today's technology could be used to automate only 5% of occupations completely, while it is 45% to automate individual activities. It says, almost every job has a significant percentage of activities that can be automated. Coming to the workforce, Microsoft Co-founder Bill Gates doesn't believe the new technology is anything that should cause panic. He says workers with skills in science, engineering and economics will soon be the most sought after. Many job species have and will become extinct as AI eats up some, essentially those involving physical labour and defines set of rules, to produce others involving higher degree of creativity and human wisdom.

**Intel has acquired the India leg of Gulf Bridge International submarine.**

**Corporate Shenanigans**

Telecom companies Broadcom and Qualcomm seem to be engaged in a game of chess - the former is trying to take over the latter by gaining the support of their shareholders, and Qualcomm is trying its best to steer off. The latest news is that the world's largest tech-deal (\$117 billion) has been blocked by President Trump, citing national security concerns.

**Tips for an effective resume**

1. Stories sell. Numbers, statistics, percentages get attention if you put in bold type "Increased profit by 28%". Came under budget by 20%.
2. Fuzzy keywords and phrases should be avoided. These include customer-oriented, excellent communications skills, and innovative. These words lack meaning and do absolutely nothing to help you get an interview.

**Tips for acing the case study**

1. The presentation of your solution should be attractive as well as informative at the same time. Always try to be creative with presentation of your idea. Usage of tabulated and graphical data helps in achieving the same.
2. Your presentation should be professional looking and thus use most vivid snappy colours or bold designs. Keep it sober and effective.

**Suggested readings**

Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future by Ashlee Vance  
The Fourth Deadly Sin by Michael Crichton  
Why the Liberal Arts Will Rule the Digital World by Scott Branson

**Indian Oil, ONGC, Coal best performers in FY17**

BSNL, Air India, MTNL worst

Indian Oil, ONGC and Coal India have emerged as the most profitable PSUs for 2016-17, whereas BSNL, Air India and MTNL, incurred the highest losses, according to a government survey tabled in Parliament on March 13, 2018.

**Indian economy to witness faster than expected growth in 2018: Deloitte**

Revived in rural demand, increased infrastructure spending is likely to drive India's growth in current year, even as increasing debt and trade protectionism could pose a challenge, said a Deloitte report. The economy is expected to grow at 6.6 per cent in the current fiscal ending March 31, as per official estimates compared to 7.1 per cent in 2016-17.

ENTREPRENEURSHIP

Striving to  
Prud-ent-re

LADY SHRI RAM COLLEGE

Second  
Year



# BUSINESS PLAN COMPETITION

## THE EVENT

A Business-Plan Competition was also organized along with the Tagline Competition. Participants were required to prepare and send an executive summary of their business plan. The business plan was judged on the basis of originality, uniqueness of the idea, economic feasibility, and marketability and growth prospects. The B-Plan competition gave the participants useful insights into the process of making a business plan and at the same time gave them a chance to become a part of the cell.

## MISSION OF THE EVENT

A business plan is a very important strategic tool for entrepreneurs and is an elementary step in the ladder of entrepreneurship. A good business plan not only helps entrepreneurs to focus on the specific steps necessary for them to make business ideas succeed, but it also helps them to achieve both their short-term and long-term objectives. Thus, it is an imperative part of entrepreneurship. The competition gave the participants a platform to demonstrate their planning, strategic and innovation skills.

## REPORT OF THE EVENT

We received enthusiastic participations for the competition. We were highly satisfied to see the creativity and innovation portrayed by students in their business plans. Choosing the best one out of all the participations was definitely a tough task. We got business plan ideas from various fields and diversifications- while some ideas focused on social entrepreneurship, others were about helping the LSR community at large.

The winner's business plan focused on healthcare and e-commerce, a very unique amalgamation. The winner was selected on the basis of public opinion, where the idea which was considered most pragmatic was the favorite of the public and audience. The competition was definitely an enriching experience not only for the participants but for the e-cell members as well, for we got to read such brilliant ideas from such brilliant minds.

# **TAGLINE COMPETITION**

## **THE EVENT**

Entrepreneurship Cell, LSR kick started the session 2017-18 with a creative competition-Tag Line. For the tagline competition, participants were asked to prepare a crisp and creative tagline for the cell in the form of a poster. The taglines were put on our Facebook page for voting. Sanjari Kalantri from Economics department and Palak from the Commerce department were the winners of this competition. They were given direct entry into the cell as Associates too. "Striving to make Prudent-repreneurs" was made the official tagline for the Cell for the session 2017-18.

## **MISSION OF THE EVENT**

Successful entrepreneurship requires a focus on creativity, integrating innovation and strategic business practices. This competition gave an opportunity to the participants to put forward their best in the form of a tagline. The competition gave the participants a perfect platform to showcase their creativity and innovation skills. In addition to adding value to the participants, the competition also acted as a publicity booster for the cell. The competition was shared extensively on all social media platforms, which helped the cell to gain momentum from the very beginning of the new session.

## **REPORT OF THE EVENT**

We received participations in huge numbers. Out of all of them 7 were shortlisted and put up on our Facebook page for voting. The tagline which got the maximum number of votes was to be selected and made as the official tagline of the cell.

Interestingly, there was a tie between two taglines and we chose both of them. One was chosen as our Cell's tagline(Sanjari's) and the other one (Palak's) was chosen as our official tagline for Comquest. The event turned out to be a very successful one, undoubtedly.



# KANNABIS- SPEAKER SESSION

## THE EVENT

The session incorporated a short presentation, which includes the journey of Kanabis, how it started, challenges faced so far, about their team and general functioning. It was followed by a discussion on startups, challenges, marketing strategies, operations, designing, manufacturing, outsourcing, inventory management, team building. Throughout the discussion, students were free to ask questions.

## MISSION OF THE EVENT

- Kanabis is a first of its kind brand. Therefore, we believe that the founder would be an appropriate person to guide and inspire the students of LSR about innovation and educate us about the obstacles faced by her on this difficult path to become an entrepreneur.
- Having created the company from scratch, she has firsthand knowledge of every detail required to ensure success and differentiation in the market.
- The session will also educate the students about social responsibility and what made the founder deal with PETA approved vegan footwear.

## REPORT OF THE EVENT

A billion pairs of leather shoes are sold every year in India and 50 million cows are slaughtered each year to make these shoes. In such a situation, Ms. Devika Srimal Bapna, who struggled to find non-leather footwear herself, started her own brand, Kanabis, in 2015, selling cruelty free, PETA approved Vegan footwear. She visited LSR on 7th September, 2017, and spoke to the students about her journey – setting up Kanabis, the challenges she faced, and the risks she took.

Ms. Bapna had worked for Ernst and Young, and Deloitte, but the inner entrepreneur in her made her leave her job and search for an idea so that she could start her own business - in her words, "I have one life and I have to mess it up in her own way." She looked for gaps in the market, researched on them, tossed and trashed many ideas – After zeroing in on Vegan footwear, she had a number of hurdles ahead. Not being a footwear designer herself, she looked for people from NIFT, LinkedIn, etc. to take her ideas forward. Finding the right vendors who would manufacture the products, the right employees, inventory management, etc. were other things she had to look at. She put in her own money and that from her family and friends for investment. She also looked at crowd funding from Indigo for more funds. She has relied on digital marketing to promote her brand. Finally, in April 2015, she launched Kanabis – with 22 styles of wedges and flat footwear. Today, over the course of two-and-a-half years, this has grown to 65 styles, with sneakers, sandals and boots also being included in her line of footwear.

Inspired by Steve Jobs, Jeff Bezos, Anita Dongre, among many others, she regularly goes for start-up talks and interacts with CEOs of other companies such as UrbanClap and Chaayos. She believes one needs to be physically, mentally and emotionally strong to be an entrepreneur. She concluded by saying that her "drive is to build something, it gives me a kick." It was an enriching experience to hear her share her insights on what it is like in the entrepreneurial world.



# POPXO DIGITAL WOMEN AND ENTREPRENEURSHIP

## THE EVENT

POPxo is a social platform, which provides a woman with almost all the content she needs. From beauty to fashion, from comedy to those videos with which you feel connected; POPxo has it all. Today, we had Priyanka Gill, Founder and CEO, POPxo; Cherry, Video Producer, POPxo; Shraddha, Assistant Stylist, Beauty, POPxo Aastha Anand and Palki. POPxo has around 10 million users, out of which 8 million are women. It is the number one content creating company in the country. It has grown from 9 people to 130 people and from 1000 square feet to 10,000 square feet, which is counted as tremendous growth in the industry.

## MISSION OF THE EVENT

- POPxo is a perfect example of successful startup in the field of Social Media and video blogging. It can inspire young girls to develop entrepreneurial ideas in this field and guide them how to convert their ideas into action.
- The aim of the discussion is also to promote women empowerment in entrepreneurial world, growth prospects of this field and actions that can be taken to become successful.
- Priyanka Gill the founder has been part of various such platforms hence can give technical insights into entrepreneurial journalism. Being from LSR, students will be able to relate to her journey and her guidance to them can be of immense value
- Cherry Jain can also impart knowledge and ideas on how to take up video blogging and the essential skills required. It's the upcoming field about which a lot of people are not aware. An idea on how to pursue this field could inspire many.
- Different aspects of this discussion can interact people from all the departments with diverse interests. This discussion will be first of its kind ever happened in LSR thus creating a mark for Entrepreneurship Cell, LSR.

## REPORT OF THE EVENT

Priyanka, along with her team interacted with the students and guided them towards the path of becoming an entrepreneur. They shared some value points with the students which will help them come forward as young entrepreneurs like having a plan and making sure that it impacts a lot of people, knowing your own numbers that is, having an access to the market which you have a plan for and having an updated social profile, which presents a powerful insight. They encouraged each one to utilize the opportunities provided by the college and leave the place with something to treasure forever. There was a lot of enthusiasm when the floor was open for questions. Many questions, like what keeps the team motivated, how do they come up with ideas for the content they keep publishing, if they have ever been afraid and have ever thought of giving up came forward. They answered all the questions and in fact, were ready with their own ones. They conducted a mini quiz for the audience and awarded amazing POPxo goodies to the ones who answered. The team explained how they work, which includes a lot of brainstorming. They come up with a hundred ideas each every month, and then take the ideas forward by consensus. There are three phases of a video or blog. One, the humungous efforts required to assemble the dialogues, lights, cameras, makeup, costumes and everything else required for the video. Second, the making of the video; and third, the aftermath, which includes promotion and feedback. The session ended by a POPxo production – Ladylike which left the audience in awe. One thing each one learnt today is that they need to be happy and accept themselves as how they are. POPxo has come forward to make girls realize, not to be 'somebody' but the 'best versions of themselves', which is clearly suggested by their tagline - #realgirl. It was a great learning experience, for the ones who want to become entrepreneurs, the ones who want to be social influencers, or anyone who wants to discover herself.

# BROWN BAG SESSION

## THE STATE OF TELECOM INDUSTRY IN INDIA

### THE EVENT

Brown bag sessions are conducted to discuss and deliberate on various topics about the ever changing business world and analyze its different dimensions. It is an attempt to provide an enriching experience where the members are asked to prepare on a given topic for discussion along with establishing its real life usage and implications. A member is asked to moderate the discussion, there are no restrictions and thoughts, questions and discussion is kept unrestricted between the members of the cell. It is a weekly activity of the cell. This particular BBG was to discuss the events of the telecom industry and the regulator, TRAI with the advent of Jio, the prospective merger of Aircel and Idea and many more occurrences of the telecom sector.

### MISSION OF THE EVENT

While keeping associates updated, it teaches the meaning of a research and applying the same into reality. These sessions equip the members of the cell to discuss the various topics on any platform and provides them confidence to put their opinion forward in any session whatsoever. It also encourages students to be informed, analyze and present their point of view. The session was an attempt to help associates decode the news and discuss the same in detail and point to the impact of the chaos in the telecom industry to a common man.

### REPORT OF THE EVENT

The session began with a discussion of what Telecom actually means, and how the growth trajectory of the sector has been after liberalization reforms in 1991. It was discussed how government reforms especially with respect to FDI cap, development of rural infrastructure, spectrum trading and TRAI regulations, had a major part to play in this growth and why it pays so much focus on the Telecom sector.

Thereafter, the members deliberated about the post-Jio market scenario and the impact it has had on both the consumers and the competitors. The recent mergers and acquisitions, TRAI guidelines, lower ARPU and data plans were talked about. The members, who were all well researched about the topic, thrashed out the pros and cons of having a player like Jio in the market, which single handedly, captured more than half the market share in less than 6 months.

The session concluded with a heated debate on- Where the sector is headed towards in future? It was the first brown bag session being conducted by E-Cell. In retrospective effect these sessions in itself encapsulates the essence of Entrepreneurship and what the cell stands for to take initiative and broaden horizons.



# JOSH TALKS - SPEAKER SESSION

## THE EVENT

Josh talks was started two years back and today is a conference that has toured 9 cities in India, covered 200+ talks and reached over 25000 attendees live. The main aim of the organization is to create aspirational frustration among people by giving the audience an opportunity to attend talks by individuals who have achieved their goals and inspire people around them. Their goal is to help the youth find & develop their sense of purpose. With this mission in mind, they have launched a new project - #StartAb in Association with Facebook across colleges in India to help foster the entrepreneurial spirit among young people today and give them adequate direction to launch their own enterprises while in college.

The workshop will be for 90 minutes and divided into two sessions. The first session will comprise of two talks delivered by first generation entrepreneurs (both men & women) on their start up journey and the struggle they have had to overcome to reach where they are today. The second session will be an online digital marketing workshop curated by Facebook on 'How to Start Your Business Online'.

## MISSION OF THE EVENT

- We believe that this session will be an appropriate way to inspire the students of LSR to develop and hone their entrepreneurial skills and equip them with the right tools to help them get started.
- The entrepreneurs are well established in their respective industries and hence would be in the best position to educate us about the obstacles faced by them on this difficult path to become an entrepreneur.
- With the new era of E-Commerce, it is essential for every budding entrepreneur to have an idea of how to develop and prosper a business online. Therefore, the workshop is extremely apt and useful for the students.

## REPORT OF THE EVENT

It was an interactive session with Meghna Saraogi, the founder of Styledotme. She firmly suggests to the young entrepreneurs to have a mentor, who could guide you and help you sail through the troubled times. Then she hired two students who worked with her on part-time basis. It wasn't only the technical part that was an obstruction; there was another hurdle she faced when she went for fundraising. She felt her passion was being questioned being a woman entrepreneur because she was asked questions as uncomfortable as how she will continue this business after getting married and having kids. But these things never deterred her. In 2016, she was among the top 9 women-led start-ups who received funding. Finding the right people is always the problem but according to her- "work with people who understood you and are there with you through thick and thin." She adds on to saying "no outsider knows how much I hustled at each and every step." It is her passion that keeps her up every day. Her advice to the youngsters is not to succumb to emotional distress, that isn't the end of the world; there are many things to achieve. According to her "if you believe in something you can make the whole world believe it. For all of us she is an epitome of inspiration, who succeeded in spite of all the odds. Her journey is an evidence of how passion can lead one to achieve their dreams.



# **BROWN BAG SESSION GROWING FINANCIAL POWER AND INFLUENCE OF BIG TECH COMPANIES**

## **THE EVENT**

Brown bag sessions are conducted to discuss and deliberate on various topics about the ever changing business world and analyze its different dimensions. It is an attempt to provide an enriching experience where the members are asked to prepare on a given topic for discussion along with establishing its real life usage and implications. A member is asked to moderate the discussion, there are no restrictions and thoughts, questions and discussion is kept unrestricted between the members of the cell. It is a weekly activity of the cell.

## **MISSION OF THE EVENT**

While keeping associates updated, it teaches the meaning of a research and applying the same into reality. These sessions equip the members of the cell to discuss the various topics on any platform and provides them confidence to put their opinion forward in any session whatsoever.

It also encourages students to be informed, analyze and present their point of view.

The session was an attempt to help associates understand the working of the big tech companies and the impact they create in the business environment and the dominance which they carry.

## **REPORT OF THE EVENT**

A brown bag session was conducted on the 13th of October on the topic- "Growing influence of Big Tech Companies". The session tried to address the different aspects of the topic including the monopolistic nature of these companies, antitrust regulations, government and research body lobbying, surveillance and many more.

Starting off the European Union's antitrust fine on Google and the reason behind it, the first aspect discussed was the influence of the companies on the market. Later, the focus shifted to a more directly observable topic- data and surveillance. There was an in depth discussion about how companies have the tools to obtain massive amounts of individual level data. Encryption of messages and other privacy settings were also explored. Finally, the session moved to lobbying. Associates analysed the huge sums of money spent by tech companies in government lobbying and research body funding to extract favorable outcomes for themselves. The discussion was very fruitful and many points were raised that were worth pondering upon. At the end of the discussion we were all left convinced about how powerful tech companies have grown to be.

On the whole, brown bag sessions have helped us immensely in improving our general know how of the world as well as effective communication of our ideas.

# BROWN BAG SESSION

## CRYPTOCURRENCY

### THE EVENT

Brown bag sessions are conducted to discuss and deliberate on various topics about the ever changing business world and analyze its different dimensions. It is an attempt to provide an enriching experience where the members are asked to prepare on a given topic for discussion along with establishing its real life usage and implications. A member is asked to moderate the discussion, there are no restrictions and thoughts, questions and discussion is kept unrestricted between the members of the cell. It is a weekly activity of the cell.

### MISSION OF THE EVENT

- While keeping associates updated, it teaches the meaning of a research and applying the same into reality. These sessions equip the members of the cell to discuss the various topics on any platform and provides them confidence to put their opinion forward in any session whatsoever.

It also encourages students to be informed, analyze and present their point of view.

The session was an attempt to help associates understand the mechanism of bit coins and cryptocurrency.

### REPORT OF THE EVENT

A brown bag session was conducted on 3-November-2017, during RnR on the topic Bitcoins and Cryptocurrency.

The discussion included major topics, following the introduction, like the Bitcoin miners, Global ledger system (block chain technology), Pros and cons of decentralized nature of this mechanism, the system security with the help of 'public and private keys'. Later on, the discussion heated up incorporating the very concept into the business world, facilitated with some case studies on Microsoft, Wikipedia and Tesla, and debating on the issue of non-approval from the side of Indian Government.

With the understanding established via this session, associates could easily relate with the observations of various economic thinkers that anyone could come across in newspapers and magazines. Lately, when Finance Minister Arun Jaitley presented about not considering crypto currencies as a legal tender, in the Union Budget 2018-19, we could grab attention to it and understand the reasons behind it, one of them being such a decentralized system without any monitoring agency or board.



# BROWN BAG SESSION

## DATA MINING

### THE EVENT

Brown bag sessions are conducted to discuss and deliberate on various topics about the ever changing business world and analyze its different dimensions. It is an attempt to provide an enriching experience where the members are asked to prepare on a given topic for discussion along with establishing its real life usage and implications. A member is asked to moderate the discussion, there are no restrictions and thoughts, questions and discussion is kept unrestricted between the members of the cell. It is a weekly activity of the cell.

### MISSION OF THE EVENT

While keeping associates updated, it teaches the meaning of a research and applying the same into reality. These sessions equip the members of the cell to discuss the various topics on any platform and provides them confidence to put their opinion forward in any session whatsoever.

It also encourages students to be informed, analyze and present their point of view.

The session was an attempt to help associates understand the meaning, nature and utility of big data and its growing necessity.

### REPORT OF THE EVENT

Although the Brown Bag Sessions have been conducted for the purpose of exchange of thoughts, quid pro quo and more information on the certain topics but apart from statement of hard facts it also includes free flow of opinions and offers new ideas and perspective on the same. With the changing ways of organization and management of industries since the beginning neoliberalism each industry has evolved to survive but one common factor that they all share is the need for information on the target market they are planning to or do serve, this desperate need gave way to the market for the Data mining with innovative industries as prospective buyers. This has spun the dimensions where to serve the customers, customers themselves are exploited or denied privacy. As the protagonist we not only deserve to have full information on how our data is being used but also do we need all the facts to decide for ourselves if we are okay with this or not! Gladly enough never once did the session get heated or violent with the exchange of words but was vastly informative for everyone present.

The discussion covered the following topics and many nuances with intriguing questions: Basic hard facts, Big shots making use of Data mining, The core purpose Day-to-Day examples of Data mining, Types of Data involved and the techniques used, Risks involved and what makes it dangerous, Our role as key providers, Potential and future with the Big Data (Involved positive examples based on real experiences). A few people still do not know much about their data being stolen or mined while the others who did were against the notion. Opinions were shared on still fresher concept for the people to digest at the end. The initiative was to equip them better to make the choice for themselves.



# WOMEN'S ENTREPRENEURSHIP DAY CAMPAIGN

## THE EVENT

It was an online campaign to promote the budding entrepreneurs of LSR through the reach of the E-cell social media platform. The event was to commemorate women's entrepreneurship day.

## MISSION OF THE EVENT

- Through this campaign we wanted to share the inspirational stories of the entrepreneurs of our college - their struggles and motivation to work.
- It would also help in promoting their startup through our social media handle and their endeavors to follow their heart would be appreciated by all the viewers.
- The event was to recognize and congratulate women entrepreneurs of LSR and inspire the student body at LSR. The intent was to celebrate women entrepreneurship day.

## REPORT OF THE EVENT

"Passion doesn't grow from what you are, it rather begets from who you are" - Entrepreneurship Cell, LSR  
On 19th November, on the day of Women Entrepreneurship Day, E-cell LSR took the initiative to celebrate women entrepreneurs of LSR. Their stories of struggle which were curtained by their audacious smile, found a platform where they shared their experience of failures and success. E-cell started by discovering the budding entrepreneurs of the college and their journey to being one. These women entrepreneurs haven't only made their passion turned into profession but brought a change in the society's outlook.

When Nishtha Grover started with her self-defence training camp, people in the society didn't see it as a necessity but that's when her optimism help her grew. Nikita Sankhula founder of Noorang, through her creativity wants to give stylish affordable wearing options to women. Anchal Lodhi and Muskan Lodhi who make handmade products are never afraid of experimenting with designs. Nainika Garg's love for baking didn't die with a few burnt cakes and that kept her going. Kashish who sells handmade soaps, made her hobby a business set up. Akshara Alok's Myra, Charvi Mehra's Innovations.4u, Surbhi Gangwal's Rustic Happiness and Manshika Negi's Our Crafty Queen aren't just ventures but they are fervent to give these ventures a life of their own.

E-cell not only explored their entrepreneurial ventures but their inspirational stories despite so many failures, were presented beautifully in short videos on our facebook page. We congratulate these budding entrepreneurs for their uniqueness, after all we believe in creating your own story because you just have one life.

# BATTLE OF ENTREPRENEURS COMQUEST'18

## THE EVENT

An ultimate battle to gauge the budding entrepreneurs and entrepreneurship enthusiasts on the finesse required to survive and grow in dynamic encompassment. The event focuses on the concept of entrepreneurship from its nascent beginnings to the present day. Entrepreneurs the word itself represent that someone who exercises initiatives by organizing, decision making, who is optimistic, strive for distinction through excellence. It involves three rounds of testing to declare the winners of the competition.

## MISSION OF THE EVENT

The main aim of this event is to boost the level of innovation and creativity of participants and augment crisis management skills. This event aims to be the perfect platform for budding entrepreneurs willing to experience the start-up environment. It is to provide a chance to visualize, strategize, manage risk and triumph the war in the ultimate battle of entrepreneurs; to put your thinking on the feet, as the tasks demand the holistic application of wits, expertise and judgment. We wanted to highlight the importance of capitalizing strengths and transforming weaknesses into capabilities through this battle.

## REPORT OF THE EVENT

The event witnessed international participation and was conducted in three rounds. The event was well planned at testing skills as an entrepreneur; students from various colleges have taken part in the event. The several rounds conducted aimed at testing the co-ordination, strategies, plan of action of both the entities as a common goal and motive of the teams.

Round 1: LIGHTS, CAMERA, THINK was an online and eliminative round wherein a clipping from the movie Citizen Kane was provided to the registered teams through mail. The climax of the original film was not provided and the participants were asked to tell us their course of action on the basis of the clipping. So, instead of giving them a normal written business case study, we gave them a visual clue and then asked them to elaborate their business strategy. All the teams qualified and were invited on campus for the next round. The decision was taken with the help of a faculty and the union.

ROUND 2: M&A PROs the 10 teams invited on campus were allotted distinct startups/ companies by draw of lots. They had to strategize with which other team they would like to merge with in order to maximize their qualitative and quantitative potential of the companies and develop a merger/ acquisition strategy for themselves for the common benefit of both the companies. In the end, they were required to present their POA. 5 teams qualified for the next round on the basis of their presentations and their answers to the questions of the judging panel.

ROUND 3: SWOT the last round of the event was an extensive one wherein the 5 shortlisted teams fought for triumph in the battle. All the teams were given a particular case on the startup: Byju's and had to enlist the strengths and weaknesses of the company while opportunities in terms of new investment and human capital were given to them in which they had to pitch to the judges and fight for it. Various threats in terms of a recession and a competitors action was also brought to the notice of participants. The final presentations were presented in terms of the team's POA for future and their use of the strengths and opportunities and eradication of threats and weakness. Winners were declared unanimously by the judging panel. The panel also asked questions. The audience enjoyed the event. The participants were highly challenged and were exhausted by the end of the event but were thrilled and happy about their participation.



# VISIONERS COMQUEST'18

## THE EVENT

Visioners at Comquest'18, the perfect ground for those who wish to hone their entrepreneurial skills and at the same time are passionate about bringing a change. The event required the application of knowledge through various disciplines into the sole goal of development. It was a scaffold for the radical thinkers and change makers who are passionate to make a difference through their ideas and visionary thinking. It was to help students experience the journey of a social entrepreneur and a change maker with this event that whilst put capabilities and creativity at test. It was to bring the aspect of social entrepreneurship into an event and realize how one venture can change the outlook of the country through initiative and idea, drive and showcase to the world the entrepreneurial magic with the tinge of empathy.

## MISSION OF THE EVENT

- It gave the participants an opportunity to test their problem solving skills and come up with innovative solutions to solve them.
- The objective of this event is to stimulate strategizing, innovation and prioritization skills in the participants with special focus on rural development, human capital, technology and progress.
- The aim was to help students identify the needs and problems of our society and inspire them to utilize their skills to find practical solutions to them.
- It was to create a platform to instigate an innovative approach to deal with complex social problems

## REPORT OF THE EVENT

ROUND 1- Alternative Revenue; the participants were given a list of different business models in different sectors and they will have to develop a complete "alternative revenue model" for that business. Out of the list given had to select 10 businesses and give their alternative revenue models. It was an online round. The faculty and union shortlisted 11 teams who were invited to campus for the next round.

Round 2 was an Auction round that took place in two parts. The teams were allotted a village each and a budget of Rs. 1 crores. Then to add on to their adventure of developing a village, fact sheets were introduced after the first part of the auction which contained information about their village, which the participants hadn't anticipated. The only strategy which could help them overcome this hurdle, were their crisis management skills. Another factsheet was handed over to the teams at the completion of the auction. After auctioning, the 11 teams had to trade amongst themselves which required a lot of persuasive skills and analysis to strike a beneficial deal. The round ended with their executive summary plan of action of their village development strategy. The judges were highly impressed with the quality of the auction and the participation. 5 teams were shortlisted to the next round.

Round 3 required the teams to solve a fifteen page case study within an hour and then present it to the panel. The case study was based on the strategy to transform and develop Bareilly into a smart city. Facts about the city and smart cities were given to the teams as a case. They were asked to create the smart city under various constraints such as budget and other variables. The participants also stated that the event in itself was a very immersive experience and they got the opportunity to apply their theoretical knowledge to solve real business problems. The judges also exclaimed that they were impressed by how well the event was organized and acknowledged the efforts of the team. The presentations were made to the judges and questions were raised by the judges to teams and winners were declared in the closing ceremony. The judges were from the corporate sector/consulting backgrounds and also gave feedback to the participants at the end of their presentations.



# **BROWN BAG SESSION HOW STARTUPS USE TECHNOLOGY AND GOVERNANCE TO BRING TRANSFORMATION IN INDIA?**

## **THE EVENT**

Brown bag sessions are conducted to discuss and deliberate on various topics about the ever changing business world and analyze its different dimensions. It is an attempt to provide an enriching experience where the members are asked to prepare on a given topic for discussion along with establishing its real life usage and implications. A member is asked to moderate the discussion, there are no restrictions and thoughts, questions and discussion is kept unrestricted between the members of the cell. It is a weekly activity of the cell.

## **MISSION OF THE EVENT**

- While keeping associates updated, it teaches the meaning of a research and applying the same into reality.
- These sessions equip the members of the cell to discuss the various topics on any platform and provides them confidence to put their opinion forward in any session whatsoever.
- It also encourages students to be informed, analyze and present their point of view.
- The session was an attempt to help associates understand the colossal influence of technology and governance to create a wave of change in the business environment of the country.

## **REPORT OF THE EVENT**

This was indeed one of the very interesting topics of all BBGs which brought out many interesting ideas from the associates. The most initial point of discussion was the strong acceptance from everyone's side that startups are flourishing because of technology and government aid. Various reasons were figured out of the use of technology by startups which mainly were being cost effective and the influence it creates. Countless examples of successful startups were discussed like Popxo, Kanabis, Peppertap, Grofers, etc. whose identity is completely associated with the use of technology and how efficiently they use it. Also, all kind of aids from the government side were also vividly supported.

The main point of focus was the numerous initiatives, policies and spectrum of new programs which were undertaken by the Government of India to foster the culture of innovation and entrepreneurship. The most intriguing part of discussion was the mention of several suggestions which were proposed in the Union Budget of 2018. At the end everyone believed to the fact that startups do hold the power to create around 10 million jobs every year. Hence, the brown bag session concluded with a neutral thought that the startups of India have a tremendous ability to create employment, economic growth and to offer impetus to technology. All the associates liked the session and acquired much information and discussed relevant ideas relating to the startup ecosystem of the country.

# BROWN BAG SESSION TRADE WARS

## THE EVENT

Brown bag sessions are conducted to discuss and deliberate on various topics about the ever changing business world and analyze its different dimensions. It is an attempt to provide an enriching experience where the members are asked to prepare on a given topic for discussion along with establishing its real life usage and implications. A member is asked to moderate the discussion, there are no restrictions and thoughts, questions and discussion is kept unrestricted between the members of the cell. It is a weekly activity of the cell.

## MISSION OF THE EVENT

- While keeping associates updated, it teaches the meaning of a research and applying the same into reality.
- These sessions equip the members of the cell to discuss the various topics on any platform and provides them confidence to put their opinion forward in any session whatsoever.
- It also encourages students to be informed, analyze and present their point of view.

## REPORT OF THE EVENT

The session was well researched by everybody present in the BBC and evidently all the associates had an opinion. Some were conflicting with others and helped associates broaden their horizons, while some were almost along the general line of thought as to how the decisions made by Donald Trump, the president of the United States, affected the whole world, and how India had a role to play in it. The United States increased the import duty on aluminum and steel, and this unknowingly has put the whole world at stake of another world war. The session made everybody aware of the situation and put a sense of panic and angst, which was extremely evident during the session.

While this decision did not affect India directly as the aluminum and steel exports of India to United States are extremely low, everybody pointed out how India might be stuck in the crossfire between China and United States and might be forced to choose sides. The power of social media was also highlighted as the tweets made by Donald Trump left most of China boiling with anger and resentment. While some associates tried to bring their own rationale as to why Trump made such decisions when history shows a negative effect on all countries involved in trade wars, the session was concluded with most associates left with a lot of thinking to do, as the reasons behind this decision were not completely justified and known.

This session inculcated one very important realization in all the associates: how one person's decision can affect the entire world and how the domino effect actually is working as we speak. This session left all the associates more informed and connected to the outside world in general.



# BROWN BAG SESSION

## TRADE WARS

### THE EVENT

Brown bag sessions are conducted to discuss and deliberate on various topics about the ever changing business world and analyze its different dimensions. It is an attempt to provide an enriching experience where the members are asked to prepare on a given topic for discussion along with establishing its real life usage and implications. A member is asked to moderate the discussion, there are no restrictions and thoughts, questions and discussion is kept unrestricted between the members of the cell. It is a weekly activity of the cell.

### MISSION OF THE EVENT

- While keeping associates updated, it teaches the meaning of a research and applying the same into reality.
- These sessions equip the members of the cell to discuss the various topics on any platform and provides them confidence to put their opinion forward in any session whatsoever.
- It also encourages students to be informed, analyze and present their point of view.

### REPORT OF THE EVENT

The session was well researched by everybody present in the BBG and evidently all the associates had an opinion. Some were conflicting with others and helped associates broaden their horizons, while some were almost along the general line of thought as to how the decisions made by Donald Trump, the president of the United States, affected the whole world, and how India had a role to play in it. The United States increased the import duty on aluminum and steel, and this unknowingly has put the whole world at stake of another world war. The session made everybody aware of the situation and put a sense of panic and angst, which was extremely evident during the session.

While this decision did not affect India directly as the aluminum and steel exports of India to United States are extremely low, everybody pointed out how India might be stuck in the crossfire between China and United States and might be forced to choose sides. The power of social media was also highlighted as the tweets made by Donald Trump left most of China boiling with anger and resentment. While some associates tried to bring their own rationale as to why Trump made such decisions when history shows a negative effect on all countries involved in trade wars, the session was concluded with most associates left with a lot of thinking to do, as the reasons behind this decision were not completely justified and known.

This session inculcated one very important realization in all the associates: how one person's decision can affect the entire world and how the domino effect actually is working as we speak. This session left all the associates more informed and connected to the outside world in general.



# NEWSLETTER- THE BIZZ WORLD CHRONICLE

## REPORT

Entrepreneurship cell on the lines of its activities throughout the year 2017-18, presented its first Newsletter on 22nd March, 2018, naming it "The Bizz World Chronicle". The idea was to update the student body with the recent and trending occurrences of the business world, which is also explained by the name of the newsletter. The newsletter is another mechanism of value addition. The newsletter is prepared and created by the students, thus the process of the making of the newsletter is also an enriching experience.

With the tagline "Striving to be prud-ent-repreneurs", the newsletter was planned to contain every interesting way of information. It was properly designed with a main article titled "Does artificial intelligence impact jobs?", highlights of the month, tips and tricks for an effective resume and acing case studies, a intriguing brain teaser, a comic on RBI scrapping quasi-bank guarantee instruments in Nirav Modi case, and finally suggested business readings.

Talking about the main article of the newsletter, it focused on the different ways of perception and prediction by top business personalities about the AI taking away ample employment opportunities, and how the theory worked in reality so far. Other parts of the letter covering various perspectives of business and entrepreneurial world made the letter more interesting.

The feedback and reviews of the college students were so welcoming, and they found it really informative. People liked the brain teaser and the comic part, as it acted as a unique feature making our newsletter very distinct to the same of other societies. The cell has also planned to bring up another edition within the academic year. The issue would be around the second week of April. With the plans implemented successfully, the first newsletter of E-Cell was a grand success.

## THE BIZZ WORLD CHRONICLE

ENTREPRENEURSHIP CELL | LADY SHRI RAM COLLEGE FOR WOMEN  
Striving to make prud - ent - repreneurs



### DOES ARTIFICIAL INTELLIGENCE IMPACT JOBS?

A Decade ago, robots seemed limited, but now, not really; computers no longer just win Chess but they can win jeopardy and all this is happening really fast. World now debates if there will be any jobs which robots cannot do better? Will human labour become redundant and our skills obsolete? Is the application and usage of AI in business today, beneficial or disruptive in terms of jobs? According to McKinsey and Co., the breadth of application of AI technologies expand along with its ability to do intellectual

work also, along with pre-programmed work. Statistics says, today's technology could be used to automate only 5% of occupations completely, while it is 45% to automate individual activities. It says, almost every job has a significant percentage of activities that can be automated. Coming to the workforce, Microsoft Co-founder Bill Gates doesn't believe the new technology is anything that should cause panic. He says workers with skills in science, engineering and economics will soon be the most sought after. Many job species have and will become extinct as AI eats up some, essentially those involving physical labour and defines set of rules, to produce others involving higher degree of creativity and human wisdom.



Did you hear that RBI has scrapped 'quasi bank guarantee instruments' after Modi's case?

Yes Dory, something like that?

Oh, Modi...

Not me, Dory...

### Corporate Shenanigans

Telecom companies Broadcom and Qualcomm seem to be engaged in a game of chess - the former is trying to take over the latter by gaining the support of their shareholders, and Qualcomm is trying it's best to steer off. The latest news is that the world's largest tech-deal (\$117 billion) has been blocked by President Trump, citing national security concerns.

### Tips for an effective resume

1. Stories sell. Numbers, statistics, percentages get attention if you put in bold type "Increased profit by this 28%". Came under budget by 30%.
2. Fuzzy keywords and phrases should be avoided. These include customer-oriented, excellent communications skills, and creative. These words lack meaning and do absolutely nothing to help you get an interview.

### Tips for acing the case study

1. The presentation of your solution should be attractive as well as informative at the same time. Always try to be creative with presentation of your idea. Usage of tabulated and graphical data helps in achieving the same.
2. Your presentation should be professional looking and thus you must avoid snappy colours or bold designs. Keep it sober and effective.

### Suggested readings

Elon Musk: Tesla, SpaceX, and the Quest for a Fantastic Future a biography by Ashlee Vance  
The Fuzzy and the Techie: Why the Liberal Arts Will Rule the Digital World by Scott Hartley



### Airtel has acquired the India leg of Gulf Bridge International submarine.

The acquisition will boost its data carrying capacity as well



### SOLVE THIS

IF X MOVES COUNTERCLOCKWISE

WHICH LETTER DOES THE ARROW POINT TO ?

### Indian Oil, ONGC, Coal best performers in FY17; BSNL, Air India, MTNL worst

Indian Oil, ONGC and Coal India have emerged as the most profitable PSUs for 2016-17, whereas BSNL, Air India and MTNL incurred the highest losses, according to a government survey tabled in Parliament on March 13, 2018

### Indian economy to witness faster than expected growth in 2018: Deloitte

Revival in rural demand, increased infrastructure spending is likely to drive India's growth in current year, even as increasing debt and trade protectionism could pose a challenge, said a Deloitte report. The economy is expected to grow at 6.6 per cent in the current fiscal ending March 31, as per official estimates, compared to 7.1 per cent in 2016-17.



# B-PLAN WORKSHOP

## THE EVENT

A 3 day session to ace the business plan competitions conducted across the university. The cell organized the workshop for a period of three days during the lunch break for students to learn from the students who were successful at business plan competitions and won several accolades for the same. As an entrepreneur, a business plan is the first step to crystalizing your venture/initiative, thus providing students with the inspiration to brainstorm for their idea.

## MISSION OF THE EVENT

- The event was conducted to address the queries of the student body with respect to business plan due to its integral use. It is easier to understand and voice concerns to students and peers, thus the workshop
- was organized with student speakers.
- The workshop was also conducted to inspire students and provide them with motivation & guidance from the successful experienced to participate in competitions conducted across the university.
- Another aim of the session was to push the students to share their experiences and help their peers to arouse a spirit of bonding-through-learning.

## REPORT OF THE EVENT

The session was held on the 26th and the 27th of March and was conducted by Tanvi Prashar, Prabhnoor Kaur and Sana Oberoi who had participated in the EY scholarship competition over the past two years. It was felt that they would be in the best position to understand the issues faced by the students while making a B-Plan and would be able to guide them for future competitions and events.

The session started by showing a Business Plan to the students giving them an idea as to how they went about the entire thing as well as addressing the questions relating to plan presented. It was followed by a discussion on the essential points to be kept in mind while preparing and presenting a business plan along with how to deal with the questions put forward by the panel of judges. After providing them a basic understanding, we opened the floor to the students to clear all their doubts from the presenters.

The session was extremely fruitful since Business Plan competitions are extremely common and integral during college life and even after and help us to broaden our horizons and think big. A lot of students hadn't participated in such competitions mainly due to their fear that they didn't have enough knowledge about the concept and how to go about it. Along with that, it is imperative to understand and be able to present a business plan in order to ace as an entrepreneur.

# CASE INTERVIEW WORKSHOP

## THE EVENT

On the unanimous public opinion and compelling suggestions from the associates, a workshop on how to ace case interviews was conducted with the help of the student body. The session was to involve various aspects of the placement process in general, and case interviews in particular, further highlighting case interview tips and tricks. Body language, Interviewer reactions, Language and other intricate details were to be discussed with students while sharing important readings for the topic at hand.

## MISSION OF THE EVENT

- The central aim of the session was to familiarize the students with guesstimates, case interviews and distinct aspects of the same, co-relating with personal experiences of facilitators, to help them understand the intricacies of the process.
- "Early bird catches the worm", this session envisioned to equip the students well in advance for all the preparation required to be done by them for case interviews.
- Case questions are trending, not only in interviews but also academically, thus this session will also help prepare students to answer such questions in all circumstances through developing their analytical and problem solving skills.

## REPORT OF THE EVENT

A session on 'How To Crack Case Studies' was organized by the Entrepreneurship Cell, on 2nd and 3rd April, 2018. Interview related questions were also addressed. The session revolved around Guesstimates and cases asked during personal interviews. As the name suggests, these aim at arriving at a numerical figure for a question at hand through logical assumptions. The focus here is on the approach through which an answer is derived, and not on the exact numerical figure. To make the approach clear to the audience, the facilitators solved a guesstimate during the session- 'estimate the market size of bikes in Delhi.'

The session was attended by students from various departments, and was intriguing and informative. It started with the introduction of guesstimates and case interviews and was followed by various guidelines on how to solve a guesstimate. The speakers explained the audience, the basic rules, which included listing down reasons, categorizing broad factors and calculating in the end for final results. They also gave a tentative timeline which the students can follow for the preparation for interviews and case studies. Videos by Victor Cheng were suggested for reference and a list of books was also recommended for preparation. They shared their interview experiences and shared some qualities which the interviewer looked for in the interviewee.

The two-day-session was wrapped up with questions from the audience. The session proved to be highly informative, useful and a success.



# OUT TURN THE BUDGET

## THE EVENT

Entrepreneurship Cell's event, OUT TURN the BUDGET, was an attempt to discuss the budget and its reverberations on the stakeholders in the country. The event was a role play involving discussion among the different representatives of the country and the finance ministry. The representatives were required to present their view on the budget and its effect on their constituencies and defend allegations/arguments put forth by other representatives.

## MISSION OF THE EVENT

It is to stimulate views and debate over the pros and cons of reforms, policies and steps undertaken by the government through the budget. We aim to equip the student body with a first-hand experience of the working of the economy and discuss the ramifications on the different constituents present in the country.

## REPORT OF THE EVENT

Was Modi Government's last full time budget before General Elections 2019, a populist, progressive or a pragmatic one? Does the Budget 2018 cater to the needs of all the citizens of the country at large? We have all had similar questions in our minds after going through the summary of the Union Budget 2018 and most of us formed our opinions as to whether the government managed to make a good budget or not. However, opinions are subjective.

The event was one of its kinds and it was truly enthralling. The discussion started with the representative of the Chief Economic Advisor stating how the government was strongly advised against pre-election populism followed by the views of all the other representatives on the budget. The representatives questioned, cross-questioned and defended their opinion with utmost sophistication, making this a healthy and informative session. The discussion continued for about an hour towards the end of which everyone congratulated the representative of the Finance Minister on the budget and gave their suggestions on how to make it better with respect to their areas of interest.

The guest of honour for the session, Dr. Sunaina Sardana, who has been a faculty member of LSR for almost 39 years, adjudicated the session and enlightened us with her views on the budget and the working of the government in power.

We cannot conclude as to whether the budget was good or not because the assessment is always subjective but this event was one of the most illuminating sessions organized by the cell. We look forward to having similar interactive sessions in future.

# VRIDDHI

## THE EVENT

LSR has been recognized as a premier institution for education in the country. It is celebrated as a center of academic excellence that nurtures intellectual pursuits, vibrant extra-curricular and social endeavors. The student community at LSR is a quintessential hub of talent in all disciplines, art forms and a multitude of other skills. The essence of the project lies within the strength of the college which will benefit the LSR community at the large. We plan on creating a mechanism where the students will be able to benefit from the societies through the process of skill exchange. We will work as a facilitator between the societies and the student body to help them add value to their daily routine.

## MISSION OF THE EVENT

There are various societies at LSR but we all know that only a few get a chance to be a part of each society. Due to the constraints, a large number of enthusiastic students do not get a chance to learn and practice their desired skill. It is known that college is an ideal time to experiment and experience whilst understanding oneself. This initiative is to provide the students with an opportunity to indulge in acquiring and honing their skills. It is to provide a platform which assures each student the chance to learn the skill they wish to from students who are adept at it.

## REPORT OF THE EVENT

**PROJEKT by Shakthisree, First year Student, Economics**

Vriddhi, a mutual skill exchange project initiated by E-Cell, kicked off on the 6th of April, 2018 with an introductory session with four different societies. Projekt was one of them. The session was conducted by Mallika Narang, one of the coordinators of Projekt. It was an extremely informative session that explored different aspects of filmmaking. Starting off with the difference between a story and a script, Mallika went on to talk about the 3 act structure - setup, confrontation and resolution. The session was very intriguing and I enjoyed it all the more, being a movie fanatic. At the end, she gave us a must watch list and other resources to enhance our understanding of filmmaking. I am sure everybody who attended the session would hereafter consume cinema with a whole new perspective!!!

**DRAMSOC by Ria Bindlish, Second Year Student, Economics**

Being a student at LSR is not easy. There are so many societies and so many talented people. Amongst this if one is trying to find a right society to be a part of is difficult. In fact it is actually very intimidating for some including me to fit in these societies and you surely cannot think of starting from the scratch with only a certain level of interest in that particular society.

In my view, Vriddhi- the project initiated by the Entrepreneurship Cell aims to provide us with opportunities to be connected with societies and help us in enhancing our skills through interactive sessions. I was a part of the Dram-soc session conducted in phase-1 of the project. We all know Dram-soc LSR is great and each student looks forward to being a part of it. The session was really good and interactive. The team was very supportive and all the activities they conducted were so much fun. The energy and zeal with which the project kick started with Dram-soc was commendable.

Honestly, it was something I always wanted to do and this was just the right opportunity. The session included super fun activities and towards the end we focused on building our concentration and connect with our partners through what they called as "Mirror Activity".



# VRIDHI

## REPORT OF THE EVENT

**MUN SOCIETY** by Manasa Varshini, First Year Student, Commerce

I would like to share my experience of attending the MUN workshop on Friday on account of Vrridhi. Today, with the first mutual exchange project with MUN society we realized how when disciplines are combined, new understandings are possible.

I always had a fascination towards MUN as it is an exact miniature of how the UN functions. Attending the workshop, the research head of MUN created a lot of enthusiasm amongst us by establishing a link between different socio-political issues. That kind of analysis was great and out of the box. She explained how MUN Society LSR broadens the mindset of students as well as develops abilities such as speaking, debating and negotiating. We learnt how the MUN Society thrives from its in-depth research initiatives, collective discussions and hence they leave no stones unturned in contributing to deliberative knowledge to the best of their abilities. Vrridhi gave us--the students and opportunity through this session to get an insight into the workings of the MUNs, research methodologies and answered all our queries regarding the MUNs.

Thanks to Vrridhi; I am now looking forward to be a part of MUN next year and learn the maximum out of it. I am so elated that this opportunity is being offered for the benefits of lots of inspirers like me. Thanks ECell for Vrridhi, and thanks MUN for the amazing informative session.

**ENACTUS LSR** by Tanya Grover, First year Student, Statistics

Today the E-cell organized a very interactive session with the team of Enactus LSR. The session was and informative that everyone before leaving had a clear vision about what Enactus does and what the people learn in that society.

Firstly we were addressed by Sumedha. She told us all the process of how we can apply in Enactus and how will be the judging criteria and how the whole process of selection goes about from giving basic problem-solving questions to checking marketing skills.

Further the project head threw some light on the two current live projects of the society, their actual meaning to the society and why they have chosen them and what impact they are creating from that same project. Like the project Auric helps a particular section of women for their earning and brings a lot of awareness about not to use ash to clean utensils in that particular area and the other project Utthaan helps a specific nursery to earn a substantial income and to clean our environment day by day and helping the world to become pollution-free one day.

With such a vision, we move forward with our session with Ritika taking over from here and giving us a brief of every section of the society as there are many divisions. She told us all the functions of every team. Last but not the least The President gave us the concluding statement and also told us about the national competition, their main activity. So overall the session was very informative plus it was very good to know a society like Enactus so deeply.

## Entrepreneurship Cell Report 2018-19

Events and sessions conducted during the year:

1. Shark tank- The event involved teams presenting their business plans to the panel and convincing them to invest in their business and not in those of their competitors. (It was a hypothetical case with no actual investment)

Names of the Venture Capitalists on the panel :

- a) Kaushik Guha Thakurta
  - b) Sandro Stephen
  - c) Adam
  - d) Stuti Bageria
2. Vriddhi - Vriddhi was a project implemented with an aim to ensure mutual skill exchange within our college. 3 sessions had been conducted in the past semester:-
    - a) Session in collaboration with Western Music Society
    - b) Session in collaboration with Enactus
    - c) Session in collaboration with Projekt
  3. Photoshop workshop for associates was organised with the aim to ensure that this important skill was learnt and subsequently practiced by all our associates.

Sessions to be organised in the current month:-

1. Workshop by Shubham Kumar, Founder Leantrack was organised on 10th of January. The workshop was on the basics of entrepreneurship to understand the approach to a start up.
2. Organising a speaker session with Mr. Ankur Warikoo, founder of Nearby and Little App on the 17th of January
3. Aim to implement 'Project Kaushal' to provide the appropriate guidance and mentoring required by the students of our college to execute their business ideas.



# THE ENTREPRENEURSHIP CELL

## LADY SHRI RAM COLLEGE FOR WOMEN



The Entrepreneurship Cell, LSR aims at inculcating entrepreneurial spirit in the young minds, and at providing a platform where potential is tapped and opportunities are grabbed to assist, nourish and develop an aspiring idea into a business talent.

To achieve this, the cell has organized various events and sessions in 2019-2020:

### 1) Samvaadam LSR | August 29, 2019

Our first grand event for the year, ‘**Samvaadam LSR**’, a talk show hosting life coach and author **Ms. Shradha Wtb**, Financial Advisor to the Supreme Court **Mr. Sanjiv Goyal**, founder of Shashakht – The Ovarian Cancer Foundation **Ms. Megha Ahuja** and comedian Shubham Solanki from Comedy Munch. The event was partnered with Cauvery Calling Campaign, Love Heals Cancer, NGO and Sashakt – The Ovarian Cancer Foundation.

### 2) Skill Enhancement Session | September 20, 2019

An engaging group discussion for the associates of the cell on the topic: “Reviving and leading the Greeting Card Industry” where associates represented different stakeholders of the industry to enter into a heated discussion.

### 3) Ignite: The Ultimate League of Entrepreneurs | September 26, 2019

Our Cell organized its flagship event **IGNITE: The Ultimate League of Entrepreneurs** during **Comquest Escalade '19**, the Annual International Academic meet of Commerce Department. The event saw participation by 20+ students from India and Nepal. The event was witnessed by top Entrepreneurs like **Ms. Nikita Arora**, Founder of Webnnel, **Ms. Mallika Dang**, Founder of GoFit, **Mr. Puneet Gupta**, Founder of Clensta International, and eminent personalities like **Mr. Sunit Shukla** and **Mr. Shailendra Tomar**, General Managers of IFCI, and **CA Yatinder Nath Khemka**, Chairman of Committee for Investors Protection and Financial Markets of ICAI. It was reviewed as “The best entrepreneurship event ever organized in India” by the participants and the judges.

### 4) Brown Bag Session | October 22, 2019

An engaging discussion was organized for the associates of the cell on the topic “The future of Aviation Industry in India”. This session was aimed at training and increasing the morale of the associates so as to expect greater commitment from them.

### 5) Skill Enhancement Session by Ingenious Faces | October 31, 2019

The session was organized with **Ms. Abhilasha Kaul** and **Ms. Rushali Sethi**, Ingenious Faces on the topic - “Analysis of problems for ideating a business.” It viewed a huge turnout and positive feedback from them.

#### **6) Brown Bag Session | January 22, 2019**

A heated group discussion was organized for the associates of the cell as a brown bag session on the topic “Impact of the economic slowdown on business and startups” to test and enhance their general awareness and communication skills.

#### **7) Team Bonding Session – “I am an entrepreneur” | February 4, 2020**

A team bonding session was organized for the associates of the cell where they imagined themselves as entrepreneurs and shared their failure and success stories to realize and learn from mistakes.

#### **8) Skill Enhancement Session by Mr. Sam Baisla | February 6, 2020**

A discussion was hosted with **Mr. Sam Baisla**, founder & CEO at Somosa and Nexel works. Sam shared his successes, failures and strategies with the associates. He encouraged the individuals in the room, to come out as successful entrepreneurs and to use their potential to their best level.

#### **9) Expert Talk by Now&Me | February 13, 2020**

A skill enhancement session was organized with the alumna of LSR, **Bani Singh and Drishti Gupta**, Founders of Now&Me. They also shared how a business must cater to its customers, and how revenue generation is always a secondary concern when it comes to entrepreneurship.

#### **10) Speaker Session by Mr. Ratnesh Verma | February 27, 2020**

A speaker session was organized by **Mr. Ratnesh Verma**, founder and leader at Pidge, founder at R-indventures, a graduate from Stanford University and the Kellogg School of Management. He talked about how the best ideas for a start-up come from personal pain and that is what gave birth to Pidge. It was an amazingly insightful session and gave us the motivation to break through the boundaries to excel.

#### **11) Online E-Week | April 1 – April 7, 2020**

Our cell organized its first-ever online E-Week which was a blend of strategies, manipulation, pitching, bargaining and thinking outside the box. E-Week saw a series of **7 inter-college competitive events** with **550+ participants** from all over India namely – Riddiculogically, Guess the Brand, Show-Case It, Biz Taboo, Merger Mania, Pitch & Play, B-Species Convival.

#### **12) Virtual Interview with Ms. Shirin Mann | May 2020**

The project team of the cell organized an interview with **Ms. Shirin Mann**, Founder and Creative Head of Needledust where she talked about her journey and learnings along the way. Ms. Shirin Mann, has received immense recognition for her work building Needledust into a highly successful brand. She has been featured in the Entrepreneur, Vogue, Mint Lounge etc.



## **Ongoing Projects**

Our **Project Kaushal** enables the provision of mentorship by connecting students with potential business ideas, with real-life angel investors and entrepreneurs to provide them assistance in all aspects.

We initiated a new project this year, '**Prayaas se Pragati**', an educational program, which aims at providing school students with basic financial and entrepreneurial knowledge to make entrepreneurship a possibility for more and more students.

## **UNION 2019-2020**

President: Manasa Varshini S B

O&R Head: Neha Moda

Marketing and PR Head: Mrridu

Project Heads: Pooja Agarwal and Mehak Jeet

Coordinators: Chehek Nagpal, Anshika Garg and Rashi Agrawal

Everything above was certainly possible with the unstinted cooperation of all the pillars of E-Cell Union under the stewardship of our staff Advisor **Ms. Jyotsna Arora**.

**THE ENTREPRENEURSHIP CELL**  
**LADY SHRI RAM COLLEGE FOR WOMEN**



The Entrepreneurship Cell, LSR endeavours to inculcate the entrepreneurial spirit in the young minds of its members, as well as striving to provide a platform where potential is tapped, opportunities are grabbed, and ideas flourished. The cell's sole aim is to assist, nourish and cultivate one's business talent.

To achieve this, the cell has organized various events and sessions in 2020-21:

**1) Team Bonding Session, Ice Breaking Session | January 28, 2021**

A team bonding cum ice-breaking session was organized for the associates of the cell. It began with brief introductions and a few recreational games followed by a conversation revolving around each associates' aspirations and future expectations as an entrepreneur. The session acquainted and initiated conversations amongst the associates, and helped them in discovering common interests and different viewpoints.

**2) Brown Bag Session | February 6, 2021**

An engaging discussion was organized for the associates of the cell on the topic-"Sustainable Entrepreneurship and It's Scope in India." The session began with an introduction and overview by the moderator. The associates highlighted the difference between green entrepreneurs and NGO workers and clearly stated examples to substantiate their point. A video was played displaying how to maintain a balance between profit, planet and people. Several aspects of a small business were discussed to foreground sustainable packaging. The session culminated with a discussion on the first green building of India, namely, The Retreat by TERI.

**3) Online Speaker Session by Ms. Rhea Singhal | February 16, 2021**

A speaker session was organized by guest speaker **Ms. Rhea Singhal**, founder and CEO at Ecoware, India's first and largest sustainable packaging company, on the topic of- "**Sustainable Entrepreneurship**". Ms. Singhal talked about the importance of sustainability in today's economy, and its vitality on the global front. She also spoke of the daily struggles of an entrepreneur and taught us about the importance of spontaneity. It was a wholesome and enlightening session

**4) Online Speaker Session by Mr. Karan Kaushish | February 25<sup>th</sup>, 2021**

An interactive speaker session was organized by guest speaker **Mr. Karan Kaushish**, Founder and CMO at Your Space, India's premier student housing brand, on the topic- "**Journey of an Entrepreneur**". Mr. Kaushish taught us about the ups and downs of an entrepreneur. He talked about how important the right marketing strategy is to the success of a brand. It was an extremely interactive and fun session full of inspiring anecdotes and motivating stories.

**5) Icarus: The Reign of Resurgence | March 4- March 5, 2021**

The E-Cell organized its flagship event, **Icarus: The Reign Resurgence** of as a part of **Comquest'21 – Anastasia, A Realm of Resurrection**, the Annual Academic Meet of the Commerce Department. The event consisted of 5 exhaustive and elaborate rounds and received participation by 20+ students from India and Nepal. The events were adjudicated by top entrepreneurs, including **Ms. Mallika Dang**,



Founder of GoFit; **Mr. Aditya Arora**, a start-up investor and speaker; Ms. **Swaima Ahmad**, Founder and Chief Trainer at Finesse Academy and Trainings; **Mr. Stanley Stephens**, Associate Partner at Rukam Capitals amongst others. The conceptualisation and execution of the event was highly appreciated by the judges and participants alike.

#### **6) Online Speaker Session by Mr. Amit Singh Moga | March 30, 2021**

A speaker session was conducted by **Mr. Amit Singh Moga**, an IIT and IIM alumna, a renowned TedX speaker as well as the Co-founder of Doctorpreneur Academy on the topic- **“Decision Making in Entrepreneurship”**. Mr. Moga talked about the difficult situations which an entrepreneur faces, and those crucial moments where a single decision could potentially make or break one’s brand. He spoke in length about dilemmas in the world of entrepreneurship and what one must do in order to make the right decision. It was an insightful discussion which taught us one of the most important concepts in entrepreneurship.

#### **7) Virtual Class with Myra: Ek Pahel | March 14, 2021**

An educative session under ongoing project **‘Prayas se Pragati’** which aims at providing school students with basic financial and entrepreneurial knowledge was held by associates of The Entrepreneurship Cell in collaboration with **“Myra: Ek Pahel”**, an NGO set up to educate and empower underprivileged children of India. The interactive session entailed entrepreneurial success stories which were narrated in the Hindi language along with showcasing engaging graphics of the same. Activities such as ‘best out of waste’ were also conducted. Overall, the feedback from the students reflected a sense of happiness and satisfaction on their end.

BBS 2 – 9<sup>th</sup> April

#### **9) Online E-week | April 26- April 30, 2021**

The Entrepreneurship Cell conducted its second successful online E-week from 26<sup>th</sup>-30<sup>th</sup> April. With over 500 participants from all over the country, this week was all about testing one’s limits and racking of brain cells. The 5 competitions, namely: **Clue’d, Bizarre Bazaar, Tag-a-Log, Past Present Pitch** and **Hi-Jack**, did not only incubate ideas, but also served as the most enthralling experience for the participants as well as the humongously talented event heads.

#### **10) Team Bonding Session, Term End | May 29, 2021**

To celebrate the culmination of the end of the term, a team bonding session was held for the associates of the cell. The team members shared their experiences and takeaways after a short round of activities. Each member was also asked to share a skill they had developed. This helped them introspect their journey, and appreciate their growth over the course of our term together.

#### **Ongoing Projects**

Our **Project Kaushal** enables the provision of mentorship by connecting students with potential business ideas, with real-life angel investors and entrepreneurs to provide them assistance in all aspects.

Our fairly new project, **Project Prayas Se Pragati**, which was initiated in the previous academic year, aims at providing school students with basic financial and entrepreneurial knowledge to make entrepreneurship a possibility for more and more students. Sessions in collaboration with NGOs have been conducted in this regard.

#### **UNION 2020-2021**

President: Chehek Nagpal

O&R Head: Anshika Garg

Marketing and PR Head: Prishita More

Project Heads: Rashi Agrawal and Sailaja Sankabathula

Coordinators: Nikita Gill, Srishti Lahiri and Chhavi Luthra

Every event undertaken by The Entrepreneurship Cell was only possible with the synergistic cooperation and insuppressible zeal of the E-Cell union and the unparalleled support and guidance of our Staff Advisor **Ms. Jyotsana Arora.**