

THE ENTREPRENEURSHIP CELL

Annual Report 22-23

PROJECT TEAM

Project Crescent

Project Crescent started its operations this year with a bang. We onboarded **4 live projects** to provide consultancy services across different spheres, be it in growth strategy and pricing analysis to marketing and community management.

We recruited a team of 25 consultants to solve complex issues faced by early stage start-ups.

- **Project Bridge Skill**

NGO providing English teaching services

PROBLEM:

Framing Fundraising Strategy & Generating Volunteer Engagement, Brand Recall

IMPACT :

Successfully raised ₹ 17,000 for the project & involved 15 volunteers for upskilling of 14+ EWS students.

- **Thrifiers of LSR**

Platform to buy and sell old books

PROBLEM :

Generating Go-to Market Strategy

IMPACT :

Forged 2 strategic collaborations to launch within a week leading to sale of 150 old books and binder.

- **Pixstory**

A start-up to create a safer media platform

PROBLEM:

Low User Retention, Community Engagement

IMPACT:

Yet to add...

- **Baesic**

Affordable sanitary products for Tier 3 & 4 consumers

PROBLEM:

Growth strategy, Price Analysis, Sales Strategy

IMPACT:

yet to add

Consulting Cohort

We have also started with “Consulting Cohorts” - **an initiative to upskill our student consultants and equip the student body with problem solving skills and sharpen their business acumen.**

3 sessions with 60+ attendees were organised and led by our student consultants where we explored various cases ranging from profitability and marketing to unconventional ones and guesstimates!

Industry Report

The industry report is based on how Artificial Intelligence has taken its place in marketing .The document is curated by our student consultants covering various trends in this industry. (More can be added once report is completed)

Project Kaushal

Database for multiple Angel investors/mentors who could be onboarded under the Project was curated and we were able to get some good leads.

Additionally,we accelerated one of the incubated projects, Project Bridge Skill by increasing their reach and social media traction

Successfully on-boarded mentors like Ankur Warikoo, Jeet Chandan and the likes

Project Prayas se Pragati

Project Prayas se Pragati strengthened its roots this year by collaborating with a number of NGOs addressing a wide range of issues pertaining to empowerment and education. A team of 7 associates were recruited to brainstorm novel ways to break through the vicious cycles of financial and entrepreneurial illiteracy amongst school students.

Database of NGOs

A collated an expansive database of potential NGOs to connect with.

[NGOs](#)

Proposal

A proposal for collaboration with NGOs was drafted.

[PSP proposal](#)

Modules/ Comic Strips

Our team experimented with different multimedia formats to curate a collection of engaging modules to be presented during in-person visits.

[Modules](#)

In-person Visits

A team of 7 members visited Vidya NGO on January 30, 2023 to facilitate a workshop on financial literacy. It addressed a diverse range of topics, from opening a bank account to social entrepreneurship.

OPERATIONS AND RESEARCH TEAM

Speaker Session by Mr. Pratham Mittal - On February 2nd, a speaker session on the topic of the Art of Networking was held with **Mr. Pratham Mittal - Founder of Master Union and Co-Founder of Outgrow**. Mr. Pratham discussed the value of networking by utilising personal experiences as examples. The interactive workshop showed us how to make meaningful connections, get more awareness, build a better support network, and generate new possibilities. It was a really participatory and enjoyable event filled with amazing experiences and encouraging stories. The session had over 150+ participants.

Speaker Session by Mr. Rajiv Maheshwari- Mr. Rajiv Maheshwari- business and startup adviser 25 years of industry experience with 10+ years as CEO and Co-founder of FromTheExpertMouth.com- organised an online speaker session on the theme Exploring Entrepreneurship on February 15th. He went on and on about the stages of entrepreneurship and the problems that might arise while making the proper decision. It was a fascinating talk that taught us one of the most fundamental ideas in business. The session had over 100+ participants

Talk show with Mr. Jeet Chandan- On March 16th, there was a session with Mr Jeet Chandan, Founder, Investor, and Author of Strategy For Startups. The show's topic was how to take your company to the next level and expand it. He discussed how one can one day construct their own startup while overcoming all hazards and developing a business strategy. His book also served as a guide for individuals on their business travels. It was a wholesome and beneficial session. The session had over 120+ participants.

Speaker Session by Mr. Abhishek Sethi- Mr. Abhishek, founder of gradCapital and a BITS Pilani and IIM-A alumnus, gave a session on Venture Capital 101 on April 6th. The workshop addressed all there is to know about venture capitalists and how to approach it as a career option. That was a very enlightening workshop that inspired us to go above our limits and flourish. The session had over 80+ participants

Brown Bag Session- November 10, 2022 An interesting conversation was organised for the cell's colleagues on the theme "10 minutes delivery: a bane or a boon?" Do you agree or

disagree that the majority of start-ups fail?" This session was designed to train and raise the morale and awareness of the employees in order to elicit stronger commitment from them.

Brown Bag Session- January 12, 2023 A discussion was organised for the associates of the cell on the topic " Can gig workers support the start-up culture of India?". This session left all the associates more informed and connected to the outside world in general

Brown Bag Session- February 18, 2023 For the associates, an online group discussion on the theme "Role of diversity and inclusion in entrepreneurship, moonlighting, and side hustles becoming the norm*" was organised. All of the associates enjoyed the workshop, learned a lot, and discussed important topics about diversity in entrepreneurship.

Blume Office Visit - February 10th, 2023, Students from E-Cell, LSR visited the Blume Ventures office recently. There the students interacted with Blume's Partner Sajith Pai and Associates. The discussion was primarily around Blume's work and thesis of investing. They also talked about students and their role in the venture world at large.

MARKETING TEAM

The marketing and PR team is the face of the entrepreneurship cell.

The team is responsible for marketing of all the internal activities of the cell and creating engagement with the audience

It works closely with the project team and the Operations and Research team to ensure adequate reach and publicity of all the events being conducted through the cell.

In the world of marketing, things change at the drop of the hat and therefore we simulate that agile environment within the team as well where the associates and members are required to come up with creative memes, reels and posts frequently.

Under the new union, the cell started a new series on 'decoding marketing strategies' of different brands to demystify marketing for the masses.

The posts were on prominent brands, such as boAt, Cred and ditto insurance, and increased the reach of the account by 150% and engagement by 200%

This tenure focused heavily on leveraging reels for creating interactive content and regularly crossed 5k in views with the best ones even touching 18k

This year also saw a new identify for the cell in the form of a new logo that was launched.

Keeping in mind the growth of the cell over the past few years, this change was inevitable to reflect our future aspirations.

ENTREPRENEURSHIP DAY

To inculcate the spirit of entrepreneurship and foster a vibrant community for the same, the Ecell LSR celebrates the Entrepreneurship Day with full fervour.

This year, the cell sent some representatives to the college Shaheed Sukhdev College for Business Studies for a networking event. The day was spent with interactive activities and engaging sessions on entrepreneurship. Following the visit, the cell also organised an event for the entire college to celebrate the day in LSR as well.

The event witnessed a participation of 300+ students across the college and from all departments. The day truly was a success and helped spread the knowledge of entrepreneurship among the students.

COMQUEST'23

The Department of Commerce, Lady Shri Ram College for Women and The Entrepreneurship Cell, LSR recognizes the importance of enabling students to deal with the fast-paced business world which they all dream to enter someday. Be it management skills, leadership skills or entrepreneurial skills we endeavour to cultivate them all.

Comquest provides a roundtable to discuss, deliberate, innovate and encourage the young and vibrant minds globally to inspire and initiate. Keeping that in mind, the theme for Comquest 2022-23 was: "Avenir- Growing towards a sustainable tomorrow."

A two-day extravaganza was held on 17th and 18th of March, 2023 encompassed a range of Commerce-oriented events. The objective of COMQUEST is to provide a forum for exchange of ideas among the brightest students in the country and to foster innovation, encourage change, and discuss the latest developments in the ever-buzzing corporate world. This year, COMQUEST has witnessed a global footfall of over 1500+ participants competing in a variety of competitions like Finance, Marketing, Best Manager, Strategic Management etc.

Every year, we invite prominent speakers for Panel Discussion as part of the Comquest to give the student body and participants a practical insight and a fresh perspective of how the real world out there functions. This year, the topic for panel discussion was "Start to Sustain, Not to Gain: Startups Vs Scaleups and meaningful value creation". The panellist were Ridhi Kanoria Doongursee(, co-founder at LXME), Abhishek Sethi, (founder at gradCapital), Karthik (Founder at jumbotail), and the moderator was Dhru Rana (Ex- CEO, SIIF).

This year Comquest'23, kick-started by a bang with the session with Mr. Aman Gupta (CMO and Co- founder of BOAT)

War and Piece: The End Game

Fraught with vigour, suspense and uncertainty, this contingent event tested the participants' ability to transform their thoughts and ideas into effective plans and take measured risks.

The Business Pandora: Urgent Problems. Uber Solutions

Presenting the participants with the opportunity to rethink, review and brainstorm ways to reverse the fate of our ailing planet, this business plan competition aimed to address the 3BL or the “triple bottom line” which stands for “Planet, People, Profit.”

Marketing eMission

This marketing competition of the business world presented a challenge for those who believe in sustainovation.

Money Maestro: Beyond your Instincts

An event for all those who want to unleash the Warren Buffet 2.0 in them, this event was packed with a chance for all the participants to step into the shoes of Dalal Street traders to beat the odds and feel the adrenaline rush.

Kaleidoscope: Face the Maze

An open call to all the marketing aficionados, this marketing and PR event encouraged the brightest of the bright minds to compete and stimulate their creativity.

What's Your StratUs?: Find your match

Daring the participants to swim in uncharted waters, this two-day event was all about putting your pragmatic and negotiation skills to the test.

With a total of more than **2500+ registrations**, all of these events enjoyed promising participation.

Other topics

Vision

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 take away from participation is huge, and a space wherein everyone is thinking of different ideas at all times.

Mission

The Entrepreneurship Cell aims 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.

Impact

10,000+ stakeholders impacted
120% increase in applications
Digital Traction

Timeline :

June-July:

- NAAC visit

August+September:

- Recruitment + orientation associates and members from second and third years
- Onboarded student consultants for crescent

October:

- Onboarded Thrifters of LSR
- Project PBS
- Decoding Industries Series

November:

- Compiled a thorough database of mentors and NGO's under Project Kaushal and Project Prayas se Pragati
- Brown Bag Session: "10 minutes delivery: a bane or a boon?" Do you agree or disagree that the majority of start-ups fail?"

December:

- Onboarded Baesic under Project Crescent
- EXPLORING BIZTAINMENT : Movie screening and group discussion on its entrepreneurial themes

January:

- Onboarded Pixstory under Project Crescent
- Recruitment of associates and members from 1st years
- Entrepreneurship Day
- Vidya NGO visit-Project Prayas se Pragati
- Brown Bag Session : " Can gig workers support the start-up culture of India?"
- New Logo Reveal

February:

- Speaker Session by Mr. Pratham Mittal
- Speaker Session by Mr. Rajiv Maheshwari
- Brown Bag Session : "Role of diversity and inclusion in entrepreneurship, moonlighting, and side hustles becoming the norm
- Recruitment of Event heads and comquest Specific Teams for Comquest X E-week

March:

- Comquest X E-Week'23
- Talk show with Mr. Jeet Chandan

April:

- Blume Office Visit
- Speaker Session by Mr. Abhishek Sethi