

Entrepreneurship and Job creation

A Glimpse of activities by E Cell ‘TARKAH ‘ for 2015-17

1. Orientation Program

E Cell organized Orientation programme for its members on Saturday, 8th Aug, 2015 .During the prog. E Cell members were informed about the plan of action and discussions were held on their aspirations .

2. Workshop - Entrepreneurial Challenges in setting Social Businesses

E Cell organized workshop on “Entrepreneurial Challenges in setting Social Businesses : School“ on Tuesday , 18 th Aug, 2015 . The speakers to the event were Mr. Anand and Mr. Vineet alumni MERI. Anand runs an entrepreneurial venture” Paathshala”. Anand elaborated at length the challenges he faced while setting his organization and how he overcame them .



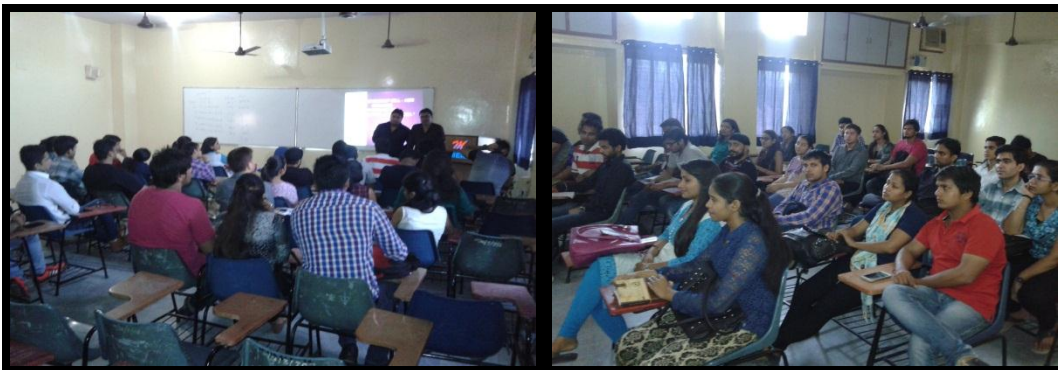
3.Motivational Session

E Cell organized session for its members on Tuesday, 25th Aug, 2015 . .During the session motivational videos and cases were discussed .



5.Workshop on “ Ecommerce: Learn how to sell

E- Cell organized Workshop on “ Ecommerce: Learn how to sell ’ for student entrepreneurs on Friday 28 Aug,2015 . Mr Prince Gupta and Mr Vivek Founding Partners “Sab ka Sab Kuchh ‘ , a ecommerce venture were invited as trainers to guide budding entrepreneurs about how to starting ecommerce business with actionable insights , steps and procedures.



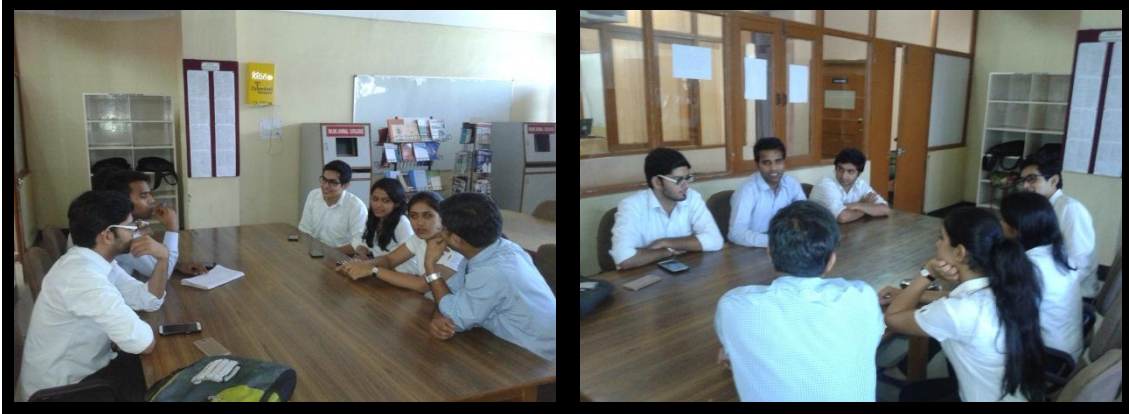
6. Workshop – Motivation for Entrepreneurship

E Cell organized workshop on ‘Motivation for Entrepreneurship’ on Thursday,3 Sept,2015 .During the workshop emphasis was laid on motivating the members through discussion on market scenario , new entrepreneurial push by Govt, support structures and cases of startups.



7. E- Mentoring Session

E Cell organized “ **E-Mentoring Session** ’ on **Monday, 7 Sept** for budding student entrepreneurs. The session was organized for one of the student entrepreneur ,an e cell member who is in the process of forming a Team and starting a venture . The session ‘s participants were all the team members chosen by the student entrepreneur . It focused on understanding the business proposal and the future action plan .



8. 100 Rs Contest

E- Cell MERI organised an intra-day ‘Rs. 100 Activity’ on September 12, 2015 at MERI and areas nearby the campus . Total of 10 teams participated in the contest with each team consisting 10-15 members and a mentor from the faculty. Mentors were responsible for motivation, planning and approval of business plan presented by their teams.

The event was highly competitive among the participating teams and they conducted activity such as **Marketing Collaborations ,Marketing Cosmetics and FMCG products ,Interior Decoration, Customized Decoratives, Customized Envelopes and bookmarks, Games, Nail art, Singing, Dance performance, Selling food items, Water bottles and Lemonades, shooting through camera, Magic shows** etc. and they learnt that: No one is willing to pay for free, everyone needs some kind of service to pay in return also convincing someone to purchase items is a tough task.







9. Mentorship Week

E Cell organised “ **Mentorship Week**’ from 18th Sept– 24th Sept for budding student entrepreneurs. During the week Mentoring Sessions were held with individual / team E Cell members to discuss their business plans and other related issues . Students discussed at length their plan of action , difficulties related to team and problems related to entrepreneurial finance .



10. Workshop – Franchising Opportunities

E Cell organized workshop for its members on 26th Sept, 2015 from 12:45 PM .During the workshop attended by 22 E Cell members following activities were undertaken

- 1) Franchising opportunities in various sectors

- 2) Franchising agreements
- 3) Major challenges



11. Workshop - Entrepreneurial Ideas and consumer trends

E Cell organized **Workshop on** “Entrepreneurial Ideas and consumer trends’ for budding student entrepreneurs on Saturday ,10th Oct , 2015 ..The workshop focused on following areas:

- 1) Understanding new business ventures
- 2) Franchising opportunities
- 3) Consumer trends
- 4) Brain storming

12. Visit to “Franchise India 2015”

E Cell organized visit to “13th annual - Franchise India 2015” on October 19, 2015 at Pragati Maidan, New Delhi. Budding student entrepreneurs visited the event and got the opportunity to interact with 500 + national and International brands looking to find business partners. They could also understand the **Low cost business opportunities** for college entrepreneurs & women entrepreneurs and had the opportunity to represent their business ideas to mentors, incubators, angel investors.



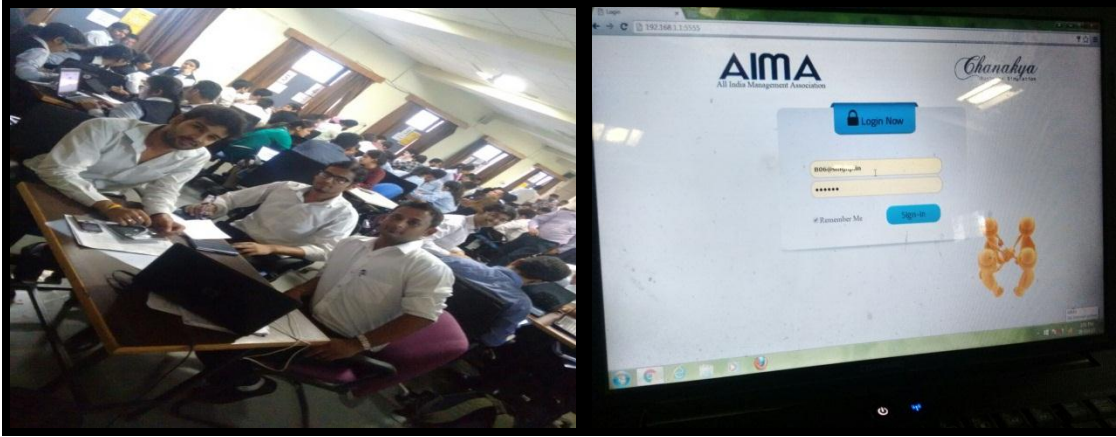
13. “A day in the life of an Entrepreneur”

E Cell MERI organized “**A day in the life of an Entrepreneur**” on 26th Oct,2015. Nominated members visited an entrepreneur who manufactures machinery used in automobile and sugar industry .The members learnt what it takes to be an entrepreneur, available opportunities and how to overcome the challenges. They visited the manufacturing unit and got an insight about production process and day to day management along with marketing in the industry.



14. ‘Chanakya-Business Simulation Games’

E Cell ,MERI in line with its objective of providing a platform to budding entrepreneurs sent a team of following three members to participate in AIMA’s National Competition ‘Chanakya -Student Management Games’ on 28-29 Oct,2015 The games are simulation replicating business scenarios where students were put to various business scenarios requiring strategic thinking , creativity, experience, to become ‘Leaders of Tomorrow’ . Thirty three teams from various Management Colleges/Universities from North India participated in the event. The Team did excellently well in generating enough revenues for their organization and Qualified all the 4 rounds and finished 5th in a nail biting finish



15. Business Launch- Indian Nova

E Cell launched “ **Indiannova**’ , a business initiative by E Cell members Rahul Ranjan and Shivam on 6th Nov,2015. The event started with welcome address by the head,E Cell . Then after the two founding partners gave a brief description of the business followed by a discussion . Both Rahul and shivam further mentioned the challenges they faced while conceptualizing the business and how they overcame them . They also motivated other budding student entrepreneur to start their own businesses and contribute to the growth of economy.



16. Workshop on “Start up India : What’s in it for budding entrepreneurs’

E Cell “ TARKASH” organizes **Workshop on** “Start up India : What’s in it for budding entrepreneurs’ for student entrepreneurs on Saturday ,23rd Jan , 2016. Students were informed about start up India and what they can avail out of various govt initiatives.

17. E- session ““Motivation and Opportunities’

E Cell “ TARKASH’ organized **E- Session on** “Motivation and Opportunities’ for budding student entrepreneurs on Saturday ,16th Jan , 2016 .During the session following activities were undertaken: Session on Motivation for entrepreneurship;Discussion on growth of startups started by students recently; New opportunities in the market.

18. Workshop – how to develop business plan for entrepreneurial finance

E Cell ‘TARKASH’ organized **Workshop on ‘ How to develop Business plan for Entrepreneurial Finance’** for budding student entrepreneurs from Saturday ,20th Feb

to 27 Feb, 2016 . The workshop focused on development of Business Plan in which a sample plan was provided to students followed by discussion on key inputs to the plan .



19. Visit to “GARMENT TECHNOLOGY EXPO”

E Cell “ TARKASH” organized visit to ‘GARMENT TECHNOLOGY EXPO’ for student entrepreneurs on Saturday ,27th Feb , 2016. During the visit the Student Entrepreneurs got an exposure to:

CAD / CAM, Sewing, Knitting, Embroidery, Dyes & Chemicals, Quilting, Fusing, Laundry, Fabrics, Fancy Yarn, Finishing Equipment, Dyeing, Non Woven Bag Making Machine, Cutting Printing & Packaging, Software Solutions, Spreading, Spares & Attachments, Accessories & Trims, Testing Equipment, Support Services, HR Agencies, Trade Publications



20. Visit to “28th Surajkund International Crafts Mela’

E Cell “ TARKASH” organized visit to 28th Surajkund International Crafts Mela for student entrepreneurs on Saturday ,6th Feb , 2016 . Surajkund International Crafts Mela showcases some of the most exquisite handlooms and handicrafts .Eighteen E cell members visited the Fair and interacted with vendors , manufacturers to understand the opportunities in the sector of handloom and handicrafts .



21. Orientation Program & Workshop ‘Motivation for Entrepreneurship’

E Cell organized Orientation programme and workshop on ‘Motivation for Entrepreneurship’ for its members on Saturday, 13th Aug, 2016 .During the orientation session E Cell members were informed about the plan of action, entrepreneurs at MERI and discussions were held on their aspirations .

Following the orientation , the workshop laid emphasis on motivating the members through discussion on market scenario , new entrepreneurial push by Govt, support structures and cases of startups.



22. Business launch “ ablaze’ & Workshop - Entrepreneurial Ideas and consumer trends

E Cell – TARKASH organized the launch of “ **ABLAZE**’ , a business initiative by E Cell members – Dilip Singh ,Mohit Pawar and Akshay Malhotra on 20th Aug,2016. Ablaze is set up as a pvt ltd organization in the domain of apparel catering to business organisations . The founders elaborated at length the challenges they faced in setting the business along with their future plan of action. .

Following the launch ,E Cell organized a **Workshop on** “Entrepreneurial Ideas and consumer trends’ The workshop focused on areas of Understanding new business ventures; Consumer trends

23. Workshop – Learning from cases of successful entrepreneur

E Cell organized workshop on ‘Learning from cases of successful entrepreneurs’ on Saturday,27 Aug,2016 .20 E cell members participated in the workshop .During the workshop emphasis was laid on motivating the members through discussion on cases of startups.

24. Brainstorming Session for Idea Generation

E- Cell “ TARKASH” organized Brainstorming Session for Idea Generation for student entrepreneurs on Saturday ,10 Sept, 2016 . During the session students came out with various business ideas and critically evaluated their feasibility.



25. Business launch “the Indian basket house’ & Workshop - Entrepreneurial Challenges and How to overcome

E Cell – TARKASH organized the launch of “ The Indian Basket House’ , a business initiative by - Geetika on 3rd Aug 2016 . The Indian Basket House is a startup - online and offline Gift basket and trousseau packaging .Geetika elaborated at length the business model , how she procured first order and challenges she faced in setting the business along with future plan of action.

Followed by the launch there was a **Workshop on** “Entrepreneurial Challenges and How to overcome ’ .The workshop focused on product and finance as a barrier and ways to overcome the barriers .



26. Workshop on “ Ecommerce: Learn how to sell

E- Cell “ TARKASH” organized Workshop on “ Ecommerce: Learn how to sell ’ for student entrepreneurs on Saturday ,10 Sept, 2016 . Mr. Gaurav Pandey, Arya Exports guided budding entrepreneurs about how to start ecommerce business with actionable insights , steps and procedures.The workshop covered following areas

- Selling on ecommerce marketplaces
 - ✓ opening account
 - ✓ Daily order processing
 - ✓ What numbers to expect.



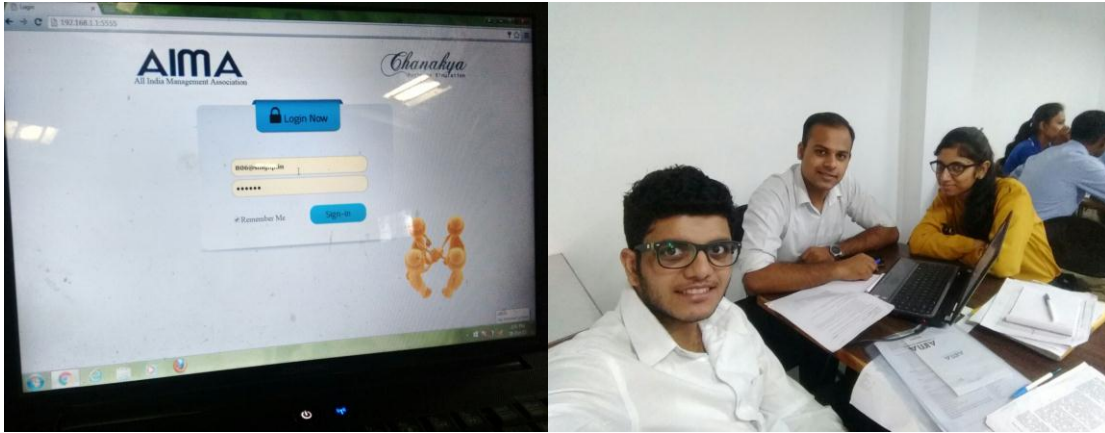
27. 'Chanakya-Business Simulation Games'

E Cell 'TARKASH', in line with its objective of providing a platform to budding Managers/entrepreneurs sent a team of following four members to participate in AIMA's National Competition 'Chanakya -Student Management Games' on 19-20 Oct,2016

- 1) Amit Palaria
- 2) Mehak
- 3) Pranay Singh
- 4) Mukul Chandravanshi

The games are simulation replicating business scenarios where students were put to various business scenarios requiring strategic thinking , creativity, experience, to become 'Leaders of Tomorrow'.

Thirty three teams from various Management Colleges/Universities from North India participated in the event. The Team did excellently well in generating enough revenues for their organization and Qualified all the 4 rounds and finished 6th in a nail biting finish



28. Workshop – How to develop business plan for entrepreneurial finance

E Cell 'TARKAS' organized **Workshop on ' How to develop Business plan for Entrepreneurial Finance'** for budding student entrepreneurs on Saturday 8 Oct, 2016. The workshop focused on development of Business Plan in which a sample plan was provided to students followed by discussion on key inputs to the plan.



29.E Cell- Mentorship Week

E Cell organised “ **Mentorship Week**’ from 22 nd Oct– 28th Oct for budding student entrepreneurs.

During the week Mentoring Sessions were held with individual / team E Cell members to discuss their business plans and other related issues . Students discussed at length their plan of action , difficulties related to team and problems related to entrepreneurial finance .It is motivating that students are geared up for the task.

30.Session on Social Marketing

An alumnus session of Ms. Aanchal, Social Media Marketer ,OLX was organized on 19th Oct,2016 . Aanchal elaborated on her social media strategies and challenges.



31.Session on Credit Financing

An alumnus session of Mr. Swapnil Patwardhan , Credit Manager ,Hero Fincorp was organized on 13th Oct,2016 . Swapnil shared his experiences with Hero and Kotak Bank . He also shared technical aspects of availing finance from financing organisations.



32.Session on being motivated

An alumnus session of Mr. Sumit ,Sr. Process Associate ,Infosys was organized on 12th Oct,2016 . Sumit shared his experiences and job challenges . He motivated students to pursue entrepreneurship .



33.Session – Follow your Passion

An alumnus session of Mr. Nikhil , owner ,Carscrush.in and associated with Big Boys toys ,a high end cars dealer was organized on 20th Oct,2016 . Nikhil shared his experiences and what it takes to follow your passion in automobile sector .

