



Insight by *Entrepreneur*

INSIGHT

JANKI DEVI MEMORIAL COLLEGE

ENTREPRENEURSHIP | YOUNG VOICES | WOMEN IN BUSINESS

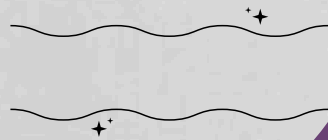
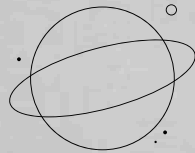
WOMEN IN SOCIAL MEDIA ENTREPRENEURSHIP

DISCOVER IN THIS ISSUE

Social Media Entrepreneurship Stories

Pressing concerns in the current field

Books, podcast, film recommendations & more



06 May 2024 | Issue 3



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Note To Our Team & the Readers

This magazine is more than just a collection of words and images; it is a reflection of the vibrant entrepreneurial spirit that defines our cell.

We dedicate this magazine to the entrepreneurs - past, present, and future - who embody the entrepreneurial spirit and who are driven by a relentless desire to create and innovate to make a positive impact on the world.

To our contributors — thank you for sharing your expertise and your insights with us. Your wisdom and generosity have enriched these pages, and we are deeply grateful for the opportunity to amplify your voices.

Finally, to you, our readers — thank you for joining us on this journey. We hope that this magazine serves as a source of inspiration, knowledge and empowerment as you navigate this entrepreneurial world.

With warmest regards,
Team Impreneurs.



"The way to get started
is to quit talking and
begin doing."
~Walt Disney



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**From THE
PRINCIPAL'S
Desk**

We live in times where the world over, everyone is talking about the need for a Vasudhaiva Kutumbakam. There is a dawning realisation, especially post pandemic, for an increasing need for community ties and stronger bonds between people. The G20 summit is just one example of such a growing mind-set.

Bringing the people of the world closer is a powerful actor in global theatre-digital and social media. This has become a strong force for change, bringing together people from all walks of life, fostering a sense of community that has never been seen before. Boundaries have been broken by it, providing a forum for voices to be heard, thoughts exchanged, and of course, an impetus for entrepreneurship.

Historically women have always faced challenges when they have tried their hand at entrepreneurship. However, in the digital era, women are using social media to define their own paths, break glass ceilings and create dynamic ways of measuring achievements that fits them best. Their entrepreneurial journey is a light at the end of the tunnel leading us to a



better future which looks towards gender parity and increased opportunities. According to Maya Angelou, “Each time a woman stands up for herself, without knowing it possibly, she's standing up for all women”. So, let our hearts beat together with love then and move towards the land of possibilities where dreams come true. At the same time, as we use the social/digital media, let us be mindful that we use it only with good intent and do not use it for damaging anyone.

And as we eagerly embrace the wonders of digital age and women, it's with great joy that I can say, this edition of 'En-Sight' holds a special place in our hearts as it delves deeper into the theme of 'Social Media and Women Entrepreneurship'.

I congratulate all those who have contributed to it and all those who have edited the issue. Well done!

Happy learning, dear readers!

Love and best wishes,

Prof Swati Pal

CONVENOR'S MESSAGE



Ms. Shalini Singh

Impreneurs, the Entrepreneurship Cell of Janki Devi Memorial College, has consistently endeavored to instill a fervent entrepreneurial spirit within its student body. Throughout the year, the organization orchestrated a myriad of activities, workshops, competitions, and culminated with a two-day annual fest, E-Summit, centered around the theme of Viksit Bharat. Demonstrating exemplary leadership and organizational prowess, the team showcased its commitment to nurturing entrepreneurship through every initiative undertaken. Looking ahead, Impreneurs has outlined a visionary roadmap for the academic session 2023-24, with a steadfast dedication to realizing the vision of a developed India with women as key stakeholders. As an interdisciplinary society, Impreneurs aspires to inspire budding entrepreneurs through tailored guidance, unwavering motivation, and abundant opportunities. En-sight, one of its flagship initiatives, serves as a platform for aspiring entrepreneurs to embark on a transformative journey of research, ideation, and articulation. This year's theme explores the interplay between women and its engagement with social media, an arena that has the potential to give a voice to women, shape her vision and live her dreams in the entrepreneurial world. As a women led women oriented family, we take pride in celebrating the digital space with women as the protagonist.



Dr. Raju Keshari

It gives me immense pleasure to share that the Impreneurs: The Entrepreneurship Cell magazine En-Sight has come of age. The Cell has become instrumental in bringing in change in perception towards entrepreneurial skill in contemporary world and the magazine is just one of the initiatives in that direction. The challenges of the new age job market requires everyone to reskill and upskill so as to become successful entrepreneurs and role models for the society at large. Therefore, the ideas underpinning India's women's entrepreneurial zeal finds a suitable platform here. As we know, India is at the cusp of transformation and women as the pioneers in this transformation, will write the script of this story. In today's dynamic job market, the emphasis on reskilling and upskilling is crucial for driving innovation and societal change. Providing a platform for India's women entrepreneurs is not just timely but essential for fueling the country's transformation. I'm sure that the Cell will move from strength to strength in times to come in become successful exemplar in igniting entrepreneurial spirit. Here's to the continued success and empowerment in fostering the entrepreneurial spirit, not only in campus but everywhere. Let's celebrate the achievements of En-sight and the Entrepreneurship Cell as they inspire future generations to embark on their entrepreneurial journeys.

FACULTY MEMBERS' MESSAGE



Mr. Ravindar

The Entrepreneurship Cell at Janki Devi Memorial College is a student-led cell that promotes entrepreneurship and business ideas among students. Through workshops, guest lectures, mentorship programs, and business plan competitions, the cell aims to enhance students' entrepreneurial abilities and inspire innovation. It fosters a nurturing environment that encourages creativity, risk-taking, and collaboration, enabling students to turn their ideas into successful ventures.

E cell, the Entrepreneurship cell of jdmc is dedicated in promoting the spirit of entrepreneurship among the students and creating leaders of the future by providing them the opportunity to convert their unique ideas into successful businesses. This cell aims at providing entrepreneurial culture and necessary guidance and resources to the students who are interested in starting their own ventures. The Cell provides a platform to budding entrepreneurs to connect with like-minded people, faculty and the alumni.



Ms. Nancy



Mr. Anuj

When I first read 'To Sell is Human' by Daniel H. Pink, I had a revelation that its not just the people of corporate industry who are practicing the entrepreneurial activities, but its range extends to doctors, teachers and so many other professions which we never really consider to be a part of sales. Somewhere or the other all of us are part of business, sales, and entrepreneurship. Being in E-Cell has been quite a learning experience for me too, the spirit of the society fosters peer and experiential learning, which every student should have an experience of in this competitive world

Entrepreneurship is the journey of bringing ideas and dreams to reality. It requires utmost creativity and innovation, coupled with the ability to push boundaries, embrace challenges and take up risks to relentlessly pursue one's passion. We at Impreneurs- the entrepreneurship cell of JDMC provides to all the aspiring entrepreneurs the motivation, guidance and support to go out of their comfort zone, be deterministic and bring a change that the world cherish.



Ms. Himani

PRESIDENT'S MESSAGE

*“ I believe in being strong,
when everything seems to
be going wrong. ”*



Dear Impreneurs Family,

As I reflect on the vibrant pages of our annual magazine, I'm filled with immense pride and nostalgia. This publication encapsulates the joyful journey of Impreneurs, our entrepreneurship cell at Janki Devi Memorial College, and the transformative experiences we've shared over the past three years.

From our humble beginnings to our current stature, each page tells a story of innovation, collaboration, and perseverance. Together, we've cultivated a culture of entrepreneurship, nurturing ideas into ventures and dreams into realities.

My tenure as president has been nothing short of extraordinary. Witnessing the growth of our members, the impact of our initiatives, and the spirit of our community has been immensely fulfilling. Together, We've organized workshops, competitions, and networking events, fostering an ecosystem where creativity thrives and ambitions soar.

As we turn the pages of this magazine, let's cherish the memories, celebrate our achievements, and envision the boundless possibilities that lie ahead. Our journey doesn't end here; it's merely a stepping stone towards greater heights of success and fulfillment.

Here's to the past, the present, and the future of Impreneurs. May our entrepreneurial spirit continue to ignite minds, inspire hearts, and shape destinies for years to come.

With gratitude and excitement,
Itishree A. Vats
President
Impreneurs



VICE PRESIDENT'S MESSAGE

“*Dream big, hustle hard, and make those business goals scream, “oh! she did it! And HOW”*”



Dear Esteemed Impreneurs,

As I delve into the captivating pages of our cherished annual magazine, I am overcome with a profound sense of gratitude and admiration.

Reflecting on my role as Vice President, I am filled with a deep sense of pride and fulfillment. The opportunity to serve alongside such talented individuals and witness the transformative impact of our collective efforts has been an experience unlike any other.

But beyond the numbers and accolades, what truly touched my heart was the personal growth and transformation I witnessed within our team. We faced challenges head-on, supported each other through thick and thin, and celebrated every milestone with joy and pride. The late-night brainstorming sessions, the laughter-filled meetings, and the unwavering support we offered one another created bonds that will last a lifetime.

To me, being a part of the Entrepreneurship Cell and working on Ensign has been an emotional journey of self-discovery and empowerment. It's taught me the importance of resilience, collaboration, and the unwavering belief in the power of women to make a difference. One of the highlights of our journey was undoubtedly the E-Summit, our annual event. Showcasing the power of social media in driving women entrepreneurship. We brought together industry experts, inspiring speakers, and aspiring entrepreneurs, creating an environment that fostered learning, networking, and growth.

I'm incredibly proud of what we've achieved, and I can't wait to see what the future holds for each and every one of us. Let's continue to empower women, shatter glass ceilings, and make a lasting impact in the world of Entrepreneurship.

With boundless enthusiasm and heartfelt appreciation,

Kritika Gupta
Vice President
Impreneurs

Dear Readers,

Reflecting on my journey with Impreneurs over the years fills me with immense joy and pride. From my humble beginnings as a content team member to eventually leading as the research head, this experience has been nothing short of a thrilling roller coaster ride. Throughout this journey, I have gained invaluable learnings, acquired significant experience, and had the opportunity to showcase my creativity while honing my skills.

Designing the annual magazine was a personal highlight of my life. It was a labor of love that required countless hours of hard work and dedication from myself and my team. We poured our hearts into crafting something special, and I truly believe our efforts have paid off. With all my gratitude and affection,

Kanishka Kapoor
Research & Magazine Head



Dear Enight Readers,

I'm so excited to share some fun stories from behind the scenes with all of you.

Our team spends many nights brainstorming over long calls, tweaking the front page over and over, and perfecting the messages. But it's not all work—we have a great time, too! Like the time we pulled off the e-summit. Remember the treasure hunt chaos or how much we laughed during the comedy show? And let's not forget the hilarious rants we shared in the green room. Those moments really bring us closer, keep our creative juices flowing.

I'm so grateful that we can share these stories with you, and I hope they bring you as much joy as they bring us. Thank you for being with us on this journey. With all my love and heartfelt thanks,

Abhima Vats
Research & Magazine Head



As a member of E-cell and the editor of our magazine, this journey has been nothing short of transformative, and I am overwhelmed with appreciation for the experience and opportunities it has afforded me. Starting as a member who simply enjoyed writing, and got the opportunity to lead the content team and then magazine, was both exciting and nerve-wracking. Navigating these responsibilities was no small feat. There were moments of uncertainty, and daunting challenges. I've learned, grown and forged multiple connections along the way. Our magazine stands as a testament to the collective effort, and creativity of our team. I am immensely proud of what we have accomplished together. Thank you, each one of you, for being a part of this journey.

Chandrika
Content & Moderation Head



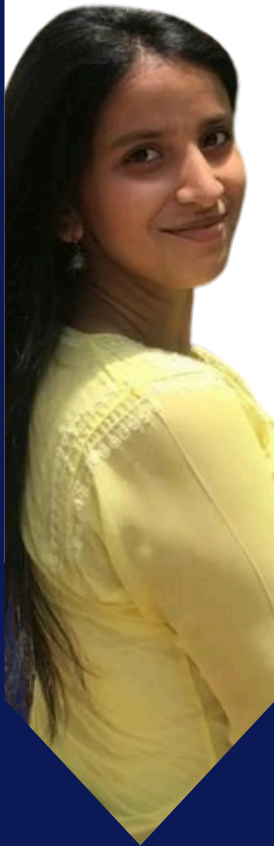
EDITORIAL Team

Our Editorial Team, comprised of our Head Editor, Content Moderator and two Research Heads, serves as the backbone of our magazine, ensuring its smooth and continued growth. With their combined expertise, and dedication, they steer the direction of our magazine and uphold our commitment to delivering high quality insightful journey to our readers.

Avani
(Event
Head)



Chandrika
(Content
Head)



Aishwarya
(Media
Head)



Gaurangi
(Media
Head)



Aarushi
(Finance
Head)



CORE TEAM

Abhima
(Research
Head)



Kanishka
(Research
Head)



Itishree
(President)



Kritika
(Vice
President)



Yeshita
(Treasurer)



2023-24



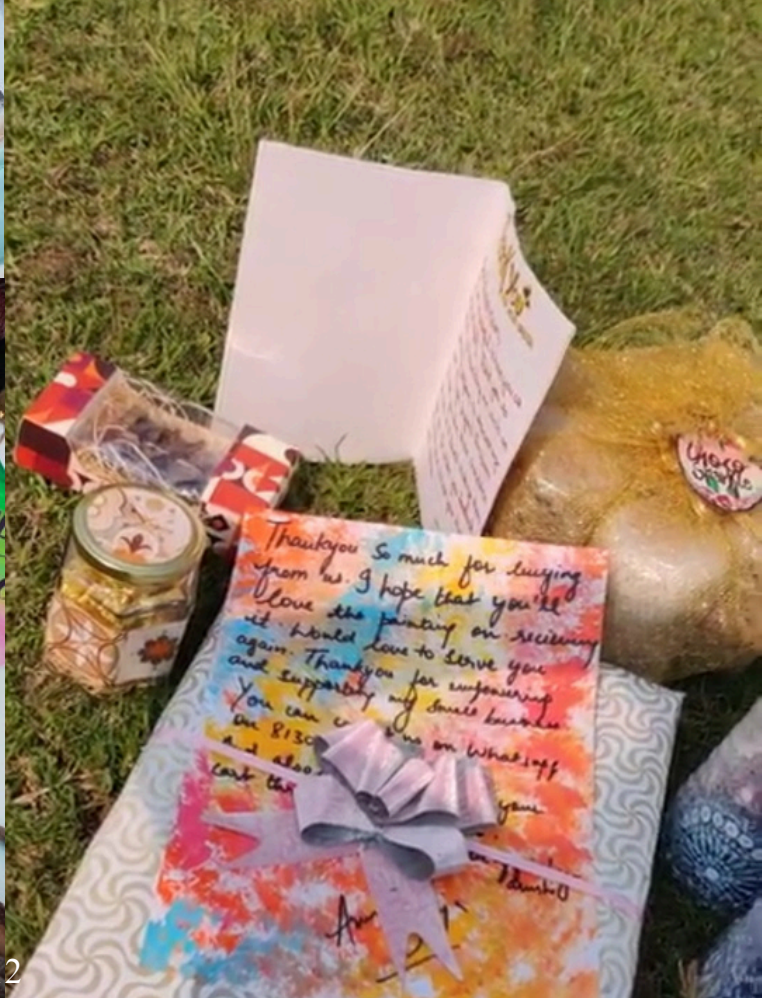
"A woman's intellect is best suited for matters of the household, not for the intricacies of the world." These words perfectly capture the historical biases and stereotypes that have, unfortunately, been expressed to belittle and underestimate the capabilities of women. In the face of such condescending remarks and sentiments, we cannot deny the fact that these same women who had been continually labelled as 'too soft, too fragile, and too emotional' since many past decades, have not only shattered these limiting beliefs but have also emerged as formidable contributors to every facet of society. Women, with their astute intellect, unyielding resilience and unwavering determination, now stand at the forefront of progress, transcending the archaic prejudices and gender biases. Prominently to speak of their excellence in entrepreneurial pursuits, no stone has been left unturned. From boardrooms and startup incubators to innovative entrepreneurial ventures, women don't just participate, they lead with a brilliance that can't be matched.

PROJECT ANUPAM

Creators



Interview



Vanshika Jain

VANSHIKARTISTRY

1. How has the support from Anupam impacted your small business and its growth?

Project Anupam has helped my small business a lot in gaining traction. Getting new customers is the hardest part about owning a small business and Project Anupam has helped me through offline exhibitions and their social media presence as well.

2. What specific resources or assistance has Anupam provided that have been most beneficial to your business?

First and foremost they've helped by providing a platform and getting an audience. Also their commission based model allows me to invest all of my profits back into the business to facilitate its growth instead of worrying about rent!

3. Can you share any success stories or milestones that your business has achieved with the help of Anupam?



I don't have a quantitative metric but Project Anupam helped in making my brand more recognisable to the extent that people have come up and told me "we were looking for your stall!".

4. How does Anupam tailor its support to meet the unique needs and challenges faced by women-run small businesses like yours?

A challenge we face is effectively promoting our stalls to attract customers, especially considering the competitive nature of events & Project Anupam has helped significantly through

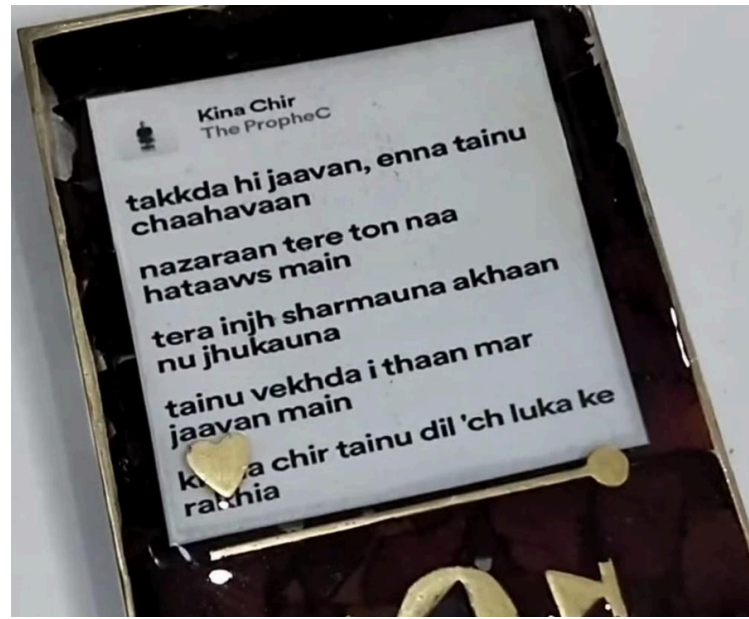


5. In what ways does Anupam foster a supportive community among women entrepreneurs within its network?

Everything from their seminars to their guides & resources, help in creating a supportive environment for women entrepreneurs.

6. What are some of the biggest challenges you've encountered as a woman running a small business, and how has Anupam helped address them?

There are a lot of problems faced by a woman run small business including biases & restricted access. I'm so thankful to project anupam for providing a bias-free environment with the goal of supporting women led businesses. A lot of people in this industry do not take women that seriously so the support by the team and the convenors is extremely helpful.



7. How does Anupam empower you to overcome obstacles and seize opportunities for growth?

Through it's several seminars, entrepreneurial guests, and by sharing the logistics burden it allows us to focus on the growth of our business.

8. How does Anupam facilitate networking and collaboration among women-owned small businesses?

Anupam provides an amazing opportunity where creators can directly interact with the crowd and even themselves. It fosters an environment of collaboration and mutual support, I've gotten to know and support multiple other small businesses!

9. Looking ahead, what are your aspirations for the future of your business with the continued support of Anupam?

With the continued support of Anupam, we're looking forward to expanding our collection and collaborating on online marketplaces with the project.



Shagun Mittal
CAKEDALES



1. How has the support from Anupam impacted your small business and its growth?

Anupam's support has been a game changer for my home bakery venture. Their guidance and exposure have significantly impacted my business's growth trajectory.

2. What specific resources or assistance has Anupam provided that have been most beneficial to your business?

Anupam has provided invaluable resources and assistance, particularly through workshops and seminars focused on business management and marketing strategies. Their resources have been a pivotal in enhancing my business operations.

3. Can you share any success stories or milestones that your business has achieved with the help of Anupam?

With the help of Anupam, my business has achieved numerous milestones, including increased brand recognition, expansion into new markets, and higher sales turnover.

4. How does Anupam tailor its support to meet the unique needs and challenges faced by women-run small businesses like yours?

Anupam understands the unique challenges women face in business and gives tailored support to help us succeed.

5. In what ways does Anupam foster a supportive community among women entrepreneurs within its network?

Anupam fosters a supportive community among women entrepreneurs through networking events, online forums, and collaborative projects.

This sense of fellowship has been invaluable in sharing experiences and learning from each other's successes and challenges.

6. What are some of the biggest challenges you've encountered as a woman running a small business, and how has Anupam helped address them?

Anupam has supported me as a woman running a small business by providing advice, resources, and a supportive community, helping me overcome challenges and grow my venture.

7. How does Anupam empower you to overcome obstacles and seize opportunities for growth?

Anupam empowers me to overcome obstacles and seize growth opportunities by providing guidance, resources, and a supportive network of fellow entrepreneurs. Their encouragement and belief in my potential have been crucial in facing challenges head-on.

8. Are there any training or educational programs offered by Anupam that have been particularly valuable to you and your team?

The training and educational programs offered by Anupam have been immensely valuable to me. From business development workshops to skill-building seminars, these programs have equipped us with the knowledge and tools needed to succeed in a competitive market.

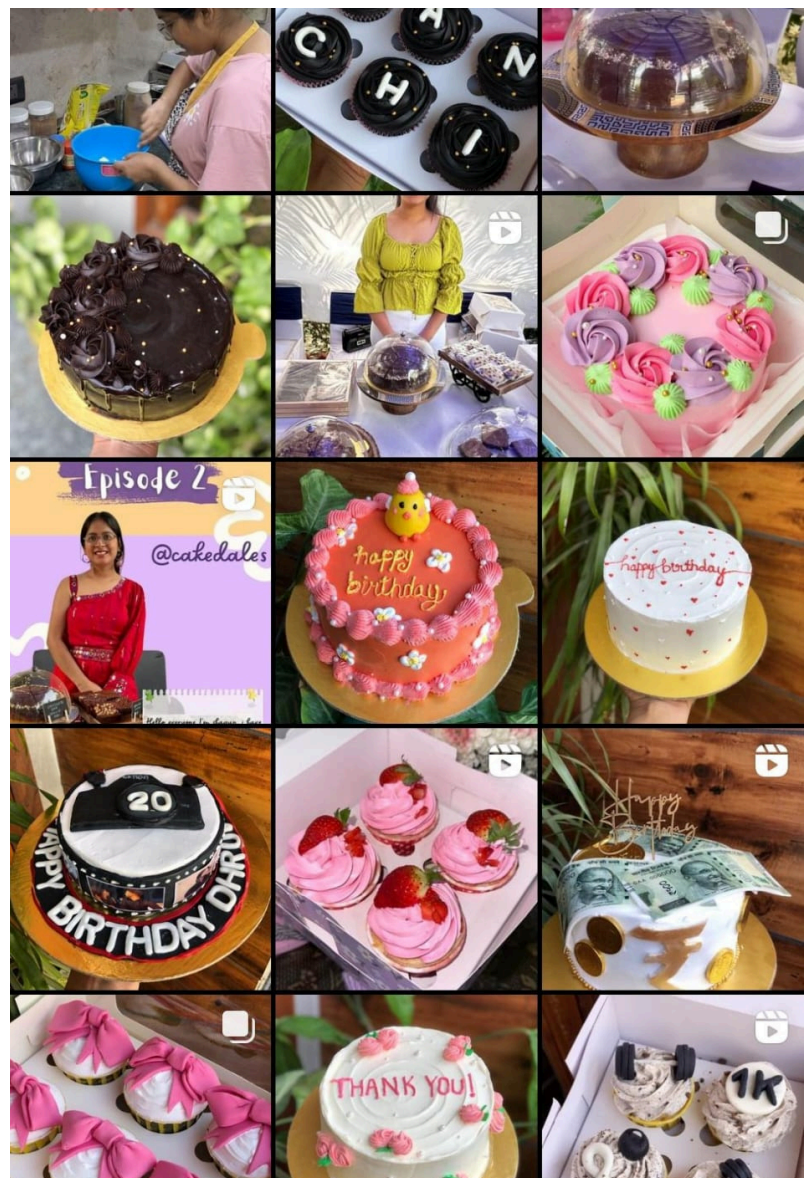
9. How does Anupam facilitate networking and collaboration among women-owned small businesses?

Anupam facilitates networking and collaboration among women-owned small businesses through networking events,

business expos, and collaborative projects. Anupam creates opportunities for women entrepreneurs to connect, share experience and support each other's growth.

10. Looking ahead, what are your aspirations for the future of your business with the continued support of Anupam?

Looking ahead, with the continued support of Anupam, my aspirations for the future of my business include further expansion, diversification of product offerings, and continued success in the baking industry.



INTERVIEW WITH

Prof. Swati Pal



What motivated the establishment of the E-Cell and Project Anupam within the College?

The college has always prioritized students' economic empowerment, envisioning self-sufficiency and independence. The E-Cell, established by Dr. Indu Anand, reflects this vision long before government emphasis on entrepreneurship. Recognizing the importance of internal initiatives, I, having been part of the institution for three decades, as principal, advocated for fostering entrepreneurship within. Thus, Project Anupam was born, aiming to nurture students' talents into viable businesses. By instilling entrepreneurial spirit and providing training, we empower students to realize their potential, fostering confidence and readiness to embark on entrepreneurial ventures post-graduation. It's about transforming passion into purposeful, self-sustaining endeavors.

What do you think are the biggest challenges or hurdles that are faced by women entrepreneurs in today's culture, today's world?

The entrepreneurship landscape predominantly favors men, evident in biases encountered by women entrepreneurs like myself. Stereotypically, women were deemed unfit for business, perpetuating a male-dominated narrative that persists today. Despite global efforts towards women's empowerment, societal biases remain deeply entrenched, posing significant hurdles. Even within families, apprehensions about the unpredictable nature of business hinder women's

entry into the entrepreneurial realm. While families prioritize white-collar professions for both genders, entrepreneurship often ranks lower due to perceived instability. Additionally, societal expectations regarding marriage and motherhood add pressure on women to establish themselves in business before starting a family, leading to prolonged gestation periods for their entrepreneurial endeavors. However, it's essential to note that similar challenges exist across various professions, indicating broader societal norms rather than exclusive biases against women in business. These complexities highlight the multifaceted nature of gender biases in entrepreneurship, underscoring the need for systemic change to foster equal opportunities for women in business and beyond.

From your perspective what role does entrepreneurship play in shaping the future of the children ?

Governments, constrained by financial limitations, struggle to generate enough jobs, especially in countries like India with rapidly expanding populations. Although population growth often takes a back seat to other pressing concerns, governments must manage numerous responsibilities, like caring for the elderly and supporting various communities, complicating the job market further. In such scenarios, citizens should take some responsibility rather than relying solely on government assistance. Education should equip individuals with the skills and mindset to navigate the job market

In such scenarios, citizens should take some responsibility rather than relying solely on government assistance. Education should equip individuals with the skills and mindset to navigate the job market independently, fostering entrepreneurship. By promoting entrepreneurship, we not only encourage economic independence but also reshape societal perceptions towards small businesses, enhancing the dignity of labor.

However, entrepreneurship requires robust support systems and emphasis on skill development. This necessitates collective efforts to provide aspiring entrepreneurs with resources, mentorship, and financial backing. While optimism surrounds entrepreneurship, recognizing the need for comprehensive support and rigorous development is crucial for its sustainable growth.

What challenges do you foresee in nurturing an entrepreneurial culture within the college and how do you plan to address them?

Navigating change in education and entrepreneurship faces resistance due to human nature's preference for familiarity and a prevailing "chalta hai" attitude. Administrators leading change initiatives encounter demoralization amidst challenges like adapting to educational reforms such as the National Education Policy (NEP). Despite the NEP's focus on employability and entrepreneurship, academic institutions often prioritize traditional academic pursuits over practical skill-building. Bridging this gap requires recognizing education's essence beyond syllabi and embracing entrepreneurship as integral.

Addressing these challenges entails shifting mindsets among educators and students, integrating entrepreneurship with academic objectives to promote holistic education. Despite parental apprehensions, educators can encourage students to pursue passions, fostering resilience. Overcoming challenges demands unwavering dedication and a steadfast commitment to student well-being, despite occasional fatigue or discouragement. Personal anecdotes and a deep-rooted love for students drive

educators to persist in facilitating meaningful change within academic institutions.

In your opinion what are the key indicators of success for e-cell and project anupam and how do you measure the impact?

I'll be candid: both the E-Cell and Project Anupam seem to have hit a plateau where development isn't progressing as I envisioned. Initially, I provided guidance, entrusting students and teachers to carry the initiatives forward. My vision included setting up a temporary kiosk for students to run their shops, even if they sold just one product in 30 days. However, this vision isn't materializing, and I'm hopeful for a turnaround.

On the bright side, Project Anupam hasn't shut down. Though it's not operating exactly as intended, it's still active. I see them setting up stalls at various events, although some resort to outsourcing products, which wasn't the initial idea. I envisioned Project Anupam as a platform for students to hone and sell their talents, like a student making exquisite crochet flowers. This hands-on involvement not only allows them to utilize their free time productively but also fosters appreciation and satisfaction.

What advice would you offer to students who are considering exploring entrepreneurship as a career path?

My advice is straightforward: take entrepreneurship seriously and persevere, starting with the basics. This advice applies not only to students but also to teachers, whom I consider integral to nurturing future entrepreneurs. Drawing from my experience as a trained teacher, I stress the importance of self-training and skill cultivation. Reflecting on my schooling at St. Agnes Loretto in Lucknow, where teachers identified and nurtured my talents in theater and public speaking, I emphasize the significance of recognizing and enhancing one's strengths. For aspiring entrepreneurs, I encourage leveraging

strengths while addressing weaknesses. If, for instance, math or computer skills are lacking, seek assistance to bolster these areas. My personal journey of self-improvement, including learning to type proficiently, demonstrates the value of overcoming weaknesses through dedicated effort. With determination and guidance, even seemingly daunting challenges can be tackled effectively.

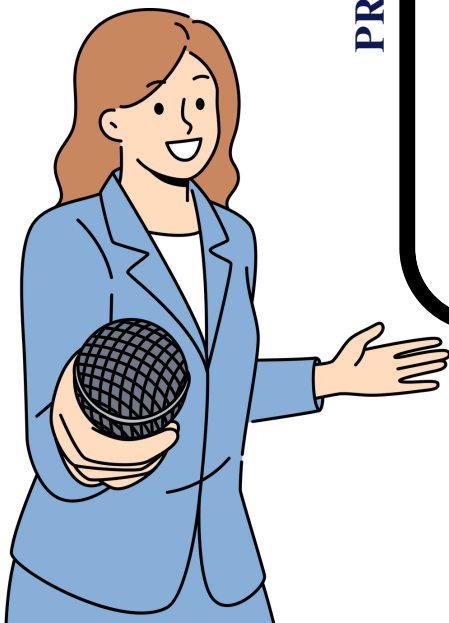
Furthermore, I emphasize the importance of building a strong resume and seizing every opportunity for growth. Every experience, no matter how small, contributes to personal and professional development. However, success in entrepreneurship requires more than just surface-level enthusiasm—it demands substance and depth. Therefore, while I advocate for wholehearted pursuit of entrepreneurial endeavors, I also stress the importance of approaching it with diligence, preparedness, and a commitment to continuous improvement.

INTERVIEWER

Mam, we feel that love from your side. We do. We see messages. I saw that message on Women's Day and I was so motivated. It feels like home. Janki does feel like I can't imagine after one month I'm going from here, what will I do? Because it is such a beautiful feeling. I was in a coed school and I was very worried about what I do in a girls' school and everybody thought that it was boring and stuff and now I tell my friends, it is the best thing you could do in your life. You should go to a girls' school. So I've always been in a girls' school till I went to college and then university where it became my life. So initially when I went to college, I didn't know how to play with the boys. I used to slap them, beat them up, slap my seniors. I was in my first year and I slapped a third-year senior once. He hasn't forgotten it. He's a good friend of mine but he hasn't forgotten it and his girlfriend had to prevent him from slapping me more than once. He would slap me back. So it's like that but I think there's a sisterhood if we are lucky that we form these sisterhoods which are very important.

PRINCIPAL

Anyway, to get back to what I was saying, I think that I'm a little bit more mature. You're not going to be like a boy before you have got your education but if you're like that you ask any mother. Even if the mother is ill and with a high fever, she'd still be worrying, did you have your child, did you have your food? I am very lucky. I'm the mother of four thousand children. Yeah, lucky you have. I'm the mother of four thousand children and therefore my energy level has to be four thousand more than your biological mother. I agree. So that's the way I hope that I get the strength to be able to go further in life. continuously combat and our mothers are not worried that you come back home late or anything because they're very satisfied that you're in a safe environment yes even being in a girl's college we have you don't know about your boyfriend I don't have a boyfriend I was teasing but even if my mom would know we're very close and she should know she should yeah always I keep telling everybody that sometimes students meet me outside and they'll be walking with their boyfriend and suddenly the boyfriend will scoot to the other side of the room I was not born yesterday and there was one occasion where this girl kept talking not the boy kept talking not realizing that the girl had gone to the other side so I stopped him I said so the girl came to me in the room to tell me ma'am actually I have no idea who it was. In today's age, where children often spend excessive time on mobile devices, providing an incentive to develop their talents is crucial. The joy of appreciation is often more fulfilling than monetary gain, although the latter is undoubtedly beneficial for sustaining their craft. Witnessing students continue to hone their talents through Project Anupam amidst challenges is heartening, as such initiatives can easily lose momentum. I remain optimistic about its continued growth in the right direction.



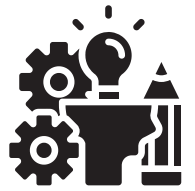
GUESS GAME



1

He rules the e-commerce and cloud computing industry through the very company that started from his Seattle garage. He is a businessman, media proprietor and investor.

Who is he?



2

He is the co-founder of one of the Big Four Technology giants. Not only that, but he even made Pixar a leader in Animation. Who is he?

3

His company is his brainchild. He developed the prototype of this social media platform while he was at Harvard. Also, one of the richest people in the world today, who is he?



4

Singer, actress and entrepreneur- she founded an all-inclusive makeup and skincare brand. The brand leads the market through its co-ownership with LVMH. Who is this entrepreneur?



5

He turned a simple video rental company, to the world's most iconic media streaming platform. He was also the CEO of this company for 25 years. Who is he?

6

She is the founder of one of the most famous companies in haute couture and wedding dress collections. Her name represents the luxury of her brand itself.

Who is she?



7

She is best known for her leadership of a global behemoth consumer brand. She was the first woman of colour and also the first immigrant to head a Fortune 50 company.

Can you guess who she is?

8

Media mogul, talk show host, actress, producer and philanthropist- shes done it all. Also called the leading figure in social entrepreneurship, especially as a woman of colour, who is she?



9

She is an Indian billionaire businesswoman, founder and CEO of a beauty and lifestyle retail company. She is one of two self-made female indian billionaires. Guess who she is.



10

She founded her company in 1978 from the garage of her rented house in Bangalore, with a mere sum of Rs. 10,000. She is called the the 'Bio-tech Queen of India'. Guess who.



Answers.

1. Jeff Bezos, Founder of Amazon.
2. Steve Jobs, Co-Founder of Apple.
3. Mark Zuckerberg, Founder of Facebook.
4. Rihanna, Founder of Fenty Beauty.
5. Reed Hastings, Founder of Netflix.
6. Vera Wang, Founder of Vera Wang.
7. Indra Nooyi.
8. Oprah Winfrey.
9. Falguni Nayar, founder of Nykaa.
10. Kiran Mazumdar-Shaw.

Bag it Up



In 2022, at just 21 years old, I embarked on a journey that would change my life forever. It all started with a simple idea and a lot of determination. I named my brand "Bag It Up by Mehak," a name that reflects both my identity and the essence of what I wanted to achieve.

The first glimmer of success came unexpectedly when I received my very first order from Italy. It was a moment of validation and excitement, knowing that someone halfway across the world appreciated what I had to offer. But the roots of my venture run deeper than just a desire for entrepreneurial success. When I was 12 years old, my father shared a story with me that left a lasting impression. He told me about a remarkable girl named Betty from California,

who, at the age of 14, asked her parents to get her a car but her parents told her that if she wants a car she should work for it and earn it herself. Instead of simply being handed what she wanted, Betty took matters into her own hands. She started making handmade jewellery and went door to door to sell it. Gradually, she opened her online store.



Her determination paid off, and by the time she was 21, she had earned enough to buy her own car. Betty's story inspired me to create my own path, and be a financially independent woman.

As a sociology student at Janki Devi Memorial College, University of Delhi, I became acutely aware of the challenges faced by tribal and rural women. They often endure double discrimination based on both class and gender, limiting their opportunities for economic independence. This realization fuelled my desire to start something that could empower these women, to create avenues for them to become self-sufficient.

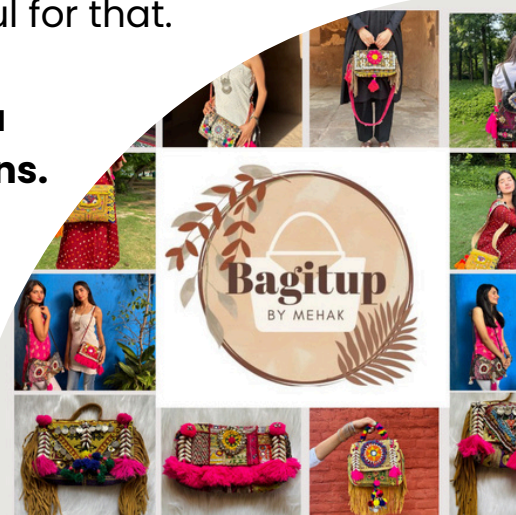
My passion for fashion, coupled with my desire to empower women, led me to discover the Banjara community of India. Known for their vibrant textiles and intricate embroidery, the Banjara women possess skills that have been passed down through generations. However, they often lack access to markets where they can showcase their talents and earn a fair income.

Recognizing an opportunity to bridge this gap, I set out to collaborate with the Banjara women, incorporating their traditional craftsmanship into modern designs for bags and accessories.

Launching "Bag It Up by Mehak" wasn't without its challenges. From sourcing materials to establishing an online presence, every step required dedication and perseverance. But with each obstacle, I was fuelled by my vision of creating a brand that not only offered stylish products but also made a positive impact on the lives of women artisans.

Presently we are live on our Etsy store and Instagram page, however I am also working on the website for Bag it up by Mehak. Being a student, I could not have started anything as I would not have had the necessary capital required for an offline store. Social media has provided me the opportunity to achieve my dreams with whatever capital I had and I am so grateful for that.

Mehak Bhalla
Sociology Hons.



Evolution of Social Media Entrepreneurship

In today's world, customers are more informed and aware than ever before. Thanks to the power of social media, they have access to a wealth of information about products and services, from customer reviews and ratings to detailed specifications and comparisons. This vast amount of information has given customers the ability to make more informed purchasing decisions, which has ultimately led to a better shopping experience for them.

Gone are the days when customers would blindly purchase products without any knowledge of their features or quality. Nowadays, customers carefully read reviews and ratings before placing an order, ensuring that they are making a well-informed decision. Social media has helped create time and place utility, allowing customers to shop from the comfort of their own homes or on-the-go without having to visit a physical store.

Moreover, the power of social media has also allowed customers to interact with each other, share their experiences, and provide valuable feedback to businesses. This has enabled businesses to understand their customers' needs and preferences and to tailor their products and services accordingly.



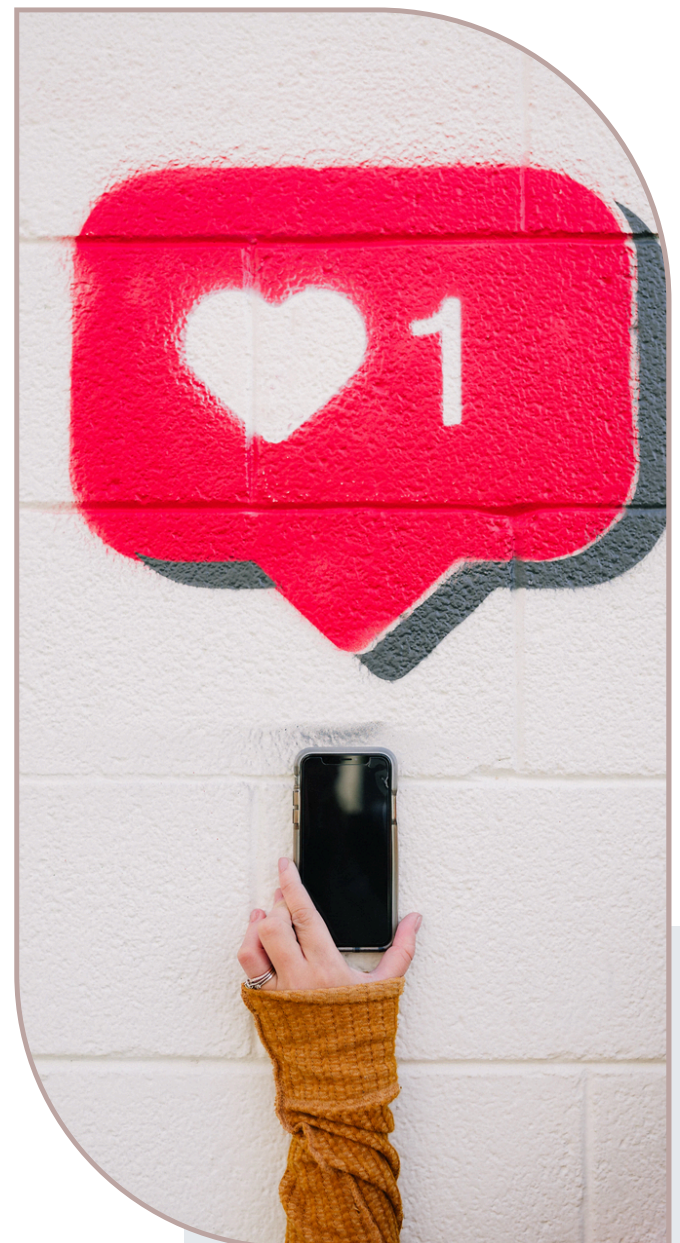
social media has revolutionised the shopping experience for customers by providing them with access to a wealth of information, enabling them to make more informed decisions, and allowing them to interact with businesses and other customers. As a result, businesses must adapt to this new reality by leveraging social media to better understand their customers and provide them with a more personalised experience.

In the realm of marketing, the rise of influencers has added a new dimension. Social media influencers, with their large and engaged followings, have become powerful marketing channels. Collaborating with influencers allows businesses to tap into established communities, build credibility, and increase brand awareness, especially among younger demographics who trust recommendations from their favourite influencers.

Businesses can effectively showcase their offerings through short-form videos, which are concise and visually appealing, aiding potential customers in understanding their products or services. Adding music, text, and other visual elements enhances the videos' dynamism, making them more engaging and shareable. Reels and shorts also allow small businesses to interact with customers in a personal and authentic manner, fostering stronger connections and building a loyal following.

Moreover, these tools are cost-effective, as creating content for reels and shorts is relatively inexpensive and can be done using a smartphone. Overall, the rise of reels and shorts on platforms like Instagram and YouTube offers small businesses a unique opportunity to expand their reach, boost engagement, and increase sales, provided they employ the right strategy and creativity.

Bhumi
Economics Hons. 1st Year



Exploring financial structures for women



In a world that is constantly evolving the role of women in entrepreneurship has undergone a remarkable transformation the narrative is shifting from one of limitations to one of empowerment as more and more women are breaking barriers and venturing into the realm of entrepreneurship investing in her has become a rearing cry encapsulating the collective efforts to support and nurture women lead businesses. Historically women faced systematic challenges when it came to entrepreneurship gender stereotypes limited access to capital and a lack of networks were just a few hurdles that deterred many from pursuing their entrepreneurship dreams however times are changing and the business plan skip is witnessing a significant shift.

One of the key drivers of this change is the increasing recognition of untamed potential that women bring to the table studies consistently show that there was teams which include women in leadership positions, to outperform their counterparts full stop companies and investors are waking up to the fact that investing in women is not just a moral imperative but a strategic one. As we go further into the depths of women entrepreneurship it becomes evidence that the journey is not only about financial investment but also about investing in a vision



A dream and the untapped female talent waiting to reshape industries and create a more inclusive economic landscape. Today women are breaking through glass ceilings, shattering stereotypes, and emerging as dynamic leaders in diverse sectors whether its technology, healthcare or the creative industry women lead Enterprises are making significance strides. This evolution can be attributed to a combination of factors including increase access to education change in culture attitude and the support of initiative promoting gender diversity in entrepreneurship. Women entrepreneurs are making waves across various Industries from technology and Finance to Healthcare and fashion. Take for instance the tech sector, which has traditionally been male dominated. Women and startups are challenging the status introducing innovative solutions and disrupting industries.

Investors are taking notice of these trailblazing women realising that supporting their ventures is not only an investment in gender equality but also a smart business move. This game shift is evident in the increasing number of funds dedicated to women at businesses providing the financial vaccine needed to turn ideas into reality.

This extends beyond financial backing, it in compasses creating an ecosystem that supports women throughout their entrepreneurship journey getting access to resources and Critical components of this

support system recognising the unique challenges that women entrepreneurs may face organizations and investors are putting in the work to align their efforts to level the playing field.

Investing in women's entrepreneurship through mentorship, education, and policy support fosters a diverse and thriving economy. Despite progress, challenges like gender bias persist, requiring concerted efforts from governments and businesses. Highlighting success stories and fostering global collaboration are crucial steps. Empowering women entrepreneurs drives innovation, diversity, and economic growth, ensuring a more inclusive future for all.

By Nishtha, BA Economics (Hons.)



Balance Between Motherhood and Entrepreneurship



In today's changing world, women are redefining expectations by taking on the roles of both entrepreneurs and mothers. This leads to a straightforward question: Can women succeed in both without feeling the need to say sorry for being ambitious or powerful? As women navigate the roles of entrepreneurship and motherhood, they are rewriting the rules and challenging the idea that they have to compromise one for the other. The pursuit of success in business and the joys of being a mom are converging, and it's a journey where women are asserting their strength without apology.

World is changing and so are us Indians. In the past women were restricted to kitchen but with the rise in literacy rates of women. We are taking a step further but we live in a society where women are often judged for everything from their dressing sense to their success. And in the patriarchal society, the field already begin as a unequal terrain for women, who spend much of their life catching up.

As women enter the work life, they are already entering an unequal landscape. An ecosystem mainly designed for men to succeed. Marriage and specially motherhood can be challenging and bring multiple challenges leading them



. According to Sanjay Kaushik, 2013 in the study of data explained that 51% women are working for 5-7 hrs. 19% women have only 2-4 hrs for their business. They have their house work and burden of the family work. They have less support from their family.

Maybe they live in a separate family. Only 27% women gave 8-9 hrs to their business and they have huge family support and husband support. In the study we find that there are only 3% women who are totally devoted to their business. For the women it is impossible to give more hrs to the business in the separate family and unsupported family. Women has to play dual role in society. The first, they have to do house work and second priority goes to business, due to this reason women unable to spend much more time for business development. This could be the one of the barrier why women is unable to grow properly as an entrepreneur. Women required support from husband and family members should assist them to grow well as an entrepreneur.

Women entrepreneurs dive into a world of ambition, innovation, and challenges as they build and grow businesses, make strategic decisions, and foster professional relationships. This journey demands commitment, resilience, and an ongoing pursuit of success in the ever-changing business landscape. Simultaneously, the role of motherhood is an emotional journey, involving nurturing, educating, and ensuring the well-being of children.

Parenting demands boundless time and energy, and the emotional investment can be overwhelming. Mothers strive to create a nurturing environment while shaping the next generation.

Mom entrepreneurs, also known as mompreneurs, face numerous challenges balancing business and motherhood. Juggling these roles can lead to a stressful lifestyle, as the demands of one often encroach upon the other. Managing both effectively requires acknowledging that perfection is unattainable and embracing imperfection. Quality over quantity is key, as focused efforts in limited timeframes can yield better results. Guilt over divided attention is common, but accepting this reality is essential to alleviate unnecessary stress.

In recent years, numerous mompreneurs have defied stereotypes, demonstrating that success in both personal and professional realms is achievable with determination. They thrive by blending passion, creativity, resilience, time management, support, adaptability, tech savvy, networking, delegation, and self-care. These inspiring individuals, like-

(Continued on next page)

MOMPREENEURS



Kiran Mazumdar-Shaw of Biocon, epitomize this ethos. Despite challenges, Mazumdar-Shaw's journey from humble beginnings to global recognition showcases the power of perseverance and innovation in entrepreneurship. Her accolades, including being named EY World Entrepreneur Of The Year and Forbes' recognition as one of the most powerful women, underscore her remarkable achievements in the biotechnology industry.

Falguni Nayar, the founder of Nykaa, embarked on her entrepreneurial journey with determination and a self-imposed deadline to start by age 50. Transitioning from a career in investment banking, she founded Nykaa in 2012, leveraging her children's departure for studies abroad to focus on her venture. Today, Nykaa thrives as a leading beauty and wellness platform, with her son and daughter actively involved in its management, showcasing the successful integration of family and business.



Vandana Luthra, married to Mukesh Luthra and mother of two daughters, Pallavi Luthra and Meera Bhatia, started her career with VLCC after having her first daughter. Facing skepticism in the 1980s as a female entrepreneur, she persevered with her pioneering vision for holistic wellness. Today, VLCC stands as a testament to her dedication and entrepreneurial spirit, becoming a household name in the health and beauty industry.

MOMPREENEURS



Suchi Mukherjee, founder of Limeroad, navigated the challenges of entrepreneurship while raising a young child, showcasing her dedication and perseverance. With a background in e-commerce from her time at eBay, she established Limeroad in 2012, offering a distinct blend of social discovery and online shopping. Despite juggling family responsibilities and work travel, Mukherjee's commitment to innovation propelled Limeroad to prominence.

Mira Kulkarni, Founder of luxury Ayurvedic beauty brand, Forest Essentials, founded in 2000 which aimed to bring the traditional Indian beauty secrets to the world. Mira Kulkarni interests varying from painting in watercolors, herbal culture, organic plants and journalism. She used her knowledge of Ayurveda to source local herbs and oils. She had worked for many years to produce a wide range of products. Today Forest Essentials is also the leading supplier to the majority of luxury hotels in India even in the iconic Taj Group of Hotels.



Growing a startup parallels nurturing children, encompassing joy, pain, worry, excitement, and fear. Family support becomes essential, as they make sacrifices to adapt to this new venture. Working mothers often grapple with guilt over time allocation. Inspirational Indian Mompreneurs like Kiran Mazumdar-Shaw, Falguni Nayar, Vandana Luthra, Suchi Mukherjee, Richa Kar, Swati Bhargava, and Shubhra Chadda prove that motherhood doesn't hinder entrepreneurial success. Their stories highlight the power of passion, innovation, and resilience, inspiring aspiring entrepreneurs, especially women, to pursue their dreams despite societal norms. They've not only built successful enterprises but also paved the way for future generations, demonstrating the boundless opportunities when dedication and creativity intersect with relentless pursuit.

By Nishtha, BA Economics (Hons.)

Technology and Social Entrepreneurship



In the ever-evolving landscape of progress, technology and social entrepreneurship stand as formidable forces, sculpting a new transformative world. Their convergence offers a plethora of opportunities across various realms of life, reshaping narratives, breaking barriers, and promoting diversity.

The fusion of technology and social entrepreneurship empowers communities by addressing complex social issues through innovative means. Examples include solar-powered microgrids providing electricity in remote areas and online education overcoming geographical constraints, fostering inclusive growth and development. Technology enables social entrepreneurs to expand their societal influence through digital platforms, crowdfunding, and social media.

This connectivity creates a global community dedicated to effecting positive change and spreading awareness on pressing issues. In healthcare, telemedicine and health applications driven by technology improve access and shift focus from treatment to prevention. This collaboration envisions a future where healthcare is integrated into daily life, ensuring universal wellness and accessibility.



In agriculture, technology-driven practices enhance resilience, market access, and real-time information, ensuring the well-being of crops and farmers while promoting food security and biodiversity. Clean energy initiatives and cooperation between technology and social entrepreneurship tackle environmental challenges, envisioning a sustainable future where humans coexist harmoniously with the natural world.

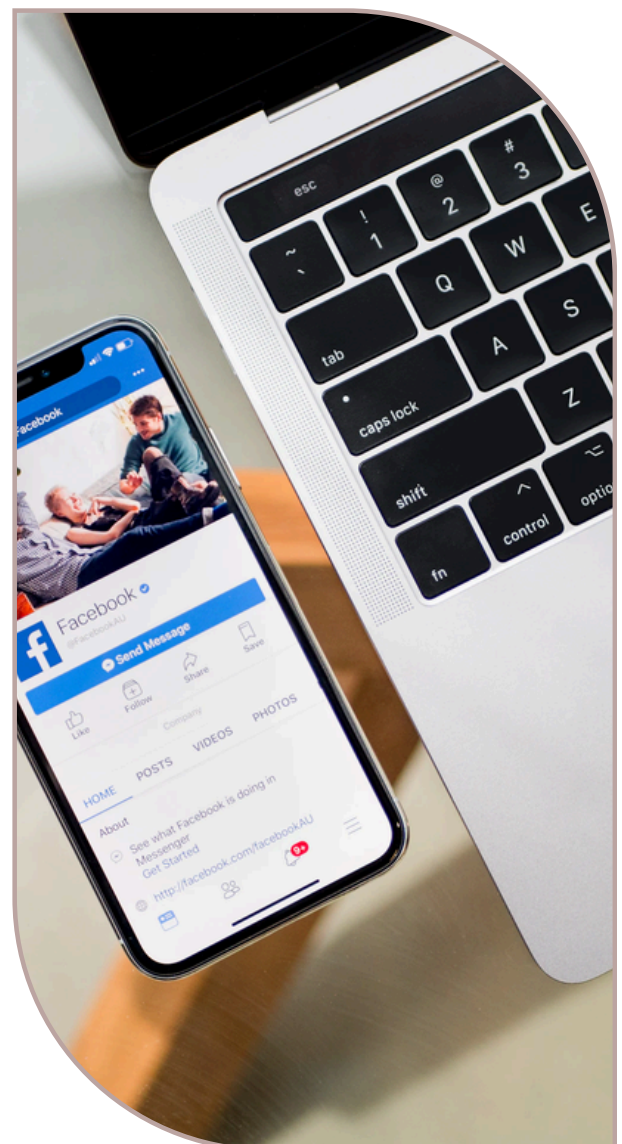
The convergence of technology and social entrepreneurship creates opportunities for empowerment and equality, particularly for women and marginalized groups, through digital literacy initiatives and inclusive online platforms. In mental health, technology and social entrepreneurship offer tools for navigation, destigmatization, and active assistance, fostering understanding, empathy, and recognition of mental well-being as crucial to overall health. In addressing homelessness, technology and social entrepreneurship create innovative solutions, providing secure housing, assistance programs, and channels for reintegration into society, while encouraging community participation and resource optimization.

Inclusive design initiatives unite technology and social entrepreneurship, ensuring digital solutions are accessible to all, regardless of capability, through digital interfaces, assistive technologies, and skill development programs.

Ethical considerations are paramount in utilizing technology within social entrepreneurship, ensuring innovation aligns with human rights and serves as a force for good without inadvertently creating new challenges.

In conclusion, the intersection of technology and social entrepreneurship offers an oasis of hope, revising narratives, breaking barriers, and promoting diversity. As we navigate the ever-changing landscape of progress, this dynamic collaboration serves as the blueprint for a better, more equitable future.

By Armish
Sociology department 2 nd year



DID YOU KNOW ?

India ranks among the top 10 countries with the highest number of women entrepreneurs. According to the sixth economic census, women constitute around 14% of the total entrepreneurship in India.



The Indian government has launched various schemes to promote women entrepreneurship, such as the Stand-Up India scheme, which provides financial assistance to women entrepreneurs from marginalized communities.



The COVID-19 pandemic has disproportionately affected women entrepreneurs in India, with many facing challenges such as reduced access to markets and increased caregiving responsibilities.



India has seen a significant rise in social entrepreneurship, with enterprises like SELCO India providing solar solutions to rural communities and Araku Coffee promoting sustainable farming practices.



India has seen a growing number of female founders in the technology sector, leading companies in areas like e-commerce (e.g., Nykaa), edtech (e.g., BYJU'S), and fintech (e.g., Paytm).



Cities like Bengaluru, Mumbai, and Delhi have emerged as hubs for women entrepreneurs, offering networking opportunities, coworking spaces, and mentorship programs.



India has made efforts to create a conducive legal and regulatory environment for women entrepreneurs, including policies related to maternity leave, workplace safety, and anti-discrimination laws.



Women-focused entrepreneurial networks and organizations, such as the Indian Women Network (IWN) and Women Entrepreneurship Platform (WEP), provide support, mentorship, and networking opportunities.



India's impact investment landscape is growing, with investors focusing on sectors like healthcare, education, clean energy, and agriculture to support social enterprises addressing critical social and environmental challenges.



While access to finance remains a challenge for many women entrepreneurs in India, initiatives like the Bharatiya Mahila Bank and Mudra Yojana aim to provide financial support and credit facilities.



Psychology of Success

Understanding the psychology of success, particularly among women entrepreneurs, delves into the intricate interplay of mindset, ambition, resilience, and societal factors. At the heart of this exploration lies the recognition of the unique challenges women face in the entrepreneurial landscape, often characterized by systemic barriers and gender biases. Despite these obstacles, many women have risen to prominence, showcasing exceptional resilience and adaptability fueled by their distinct psychological frameworks.

Central to the psychology of success is the concept of mindset, which encompasses one's beliefs, attitudes, and perceptions towards achievement and failure. For women entrepreneurs, cultivating a growth mindset is pivotal, as it fosters a willingness to embrace challenges, learn from setbacks, and persist in the face of adversity. Embracing this mindset empowers women to view obstacles not as insurmountable barriers, but as opportunities for growth and innovation. By reframing failure as a natural part of the entrepreneurial journey, women can overcome self-doubt and fear of taking risks, propelling them towards success.



Moreover, the psychology of success among women entrepreneurs is deeply influenced by their ability to navigate societal expectations and gender stereotypes. Historically, women have been socialized to prioritize caregiving roles over professional aspirations, facing cultural norms that undervalue their entrepreneurial ambitions. As a result, many women grapple with imposter syndrome, doubting their capabilities and feeling undeserving of success. Overcoming these internalized barriers requires a conscious effort to challenge societal norms, redefine success on their own terms, and assert their worth in male-dominated industries.

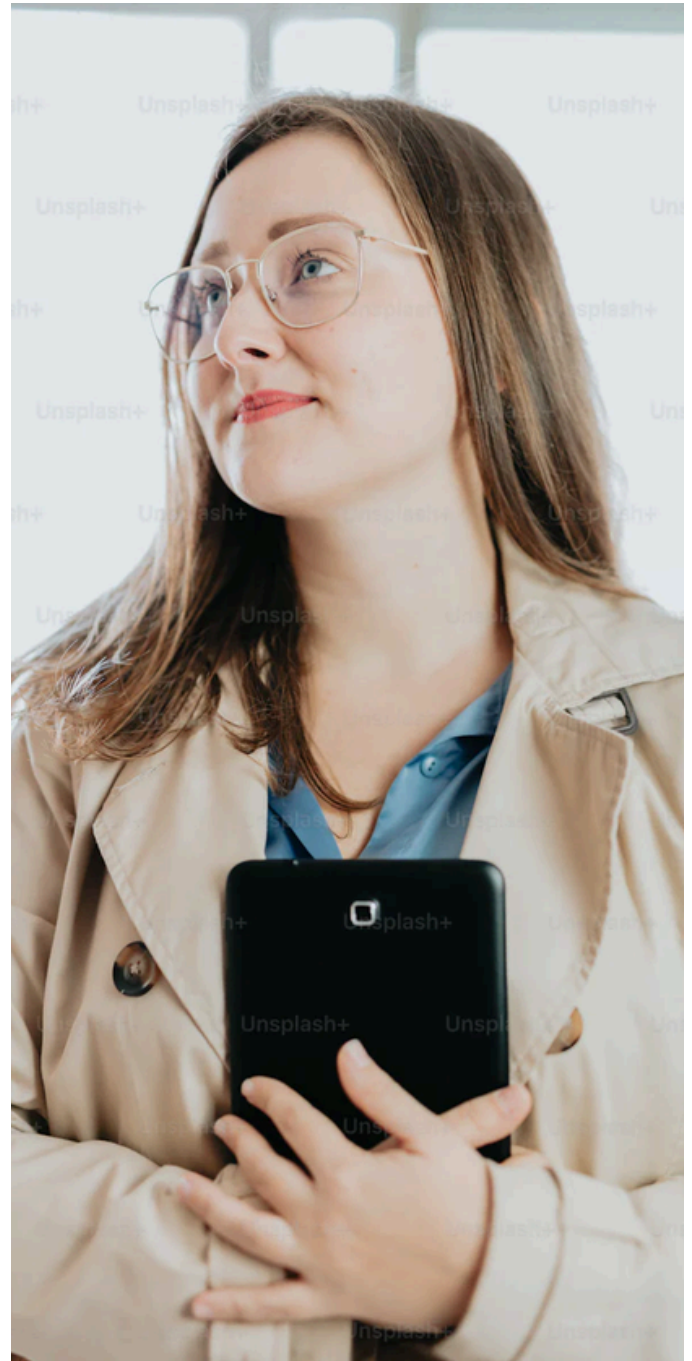
Resilience emerges as a defining trait in the psychology of successful women entrepreneurs, serving as a buffer against setbacks and criticism. In a landscape fraught with uncertainty and competition, resilience enables women to persevere in the face of adversity, bouncing back from failures with renewed determination. This resilience is nurtured through a combination of internal factors, such as self-efficacy and emotional intelligence, and external sources of support, including mentorship networks and community engagement. By harnessing their resilience, women entrepreneurs transform setbacks into opportunities for personal and professional growth, propelling them closer to their goals.

Furthermore, the psychology of success among women entrepreneurs is shaped by their ability to cultivate a strong sense of purpose and passion for their ventures. Unlike traditional measures of success focused solely on financial gains, women often prioritize social impact and meaningful contribution to their communities. This sense of purpose fuels their entrepreneurial endeavors, providing a source of motivation and fulfillment beyond monetary rewards. By aligning their businesses with their values and aspirations, women entrepreneurs create sustainable ventures that resonate with their target audience and drive long-term success.

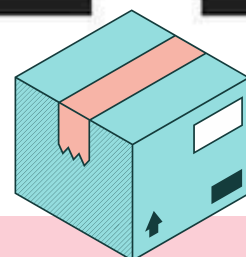
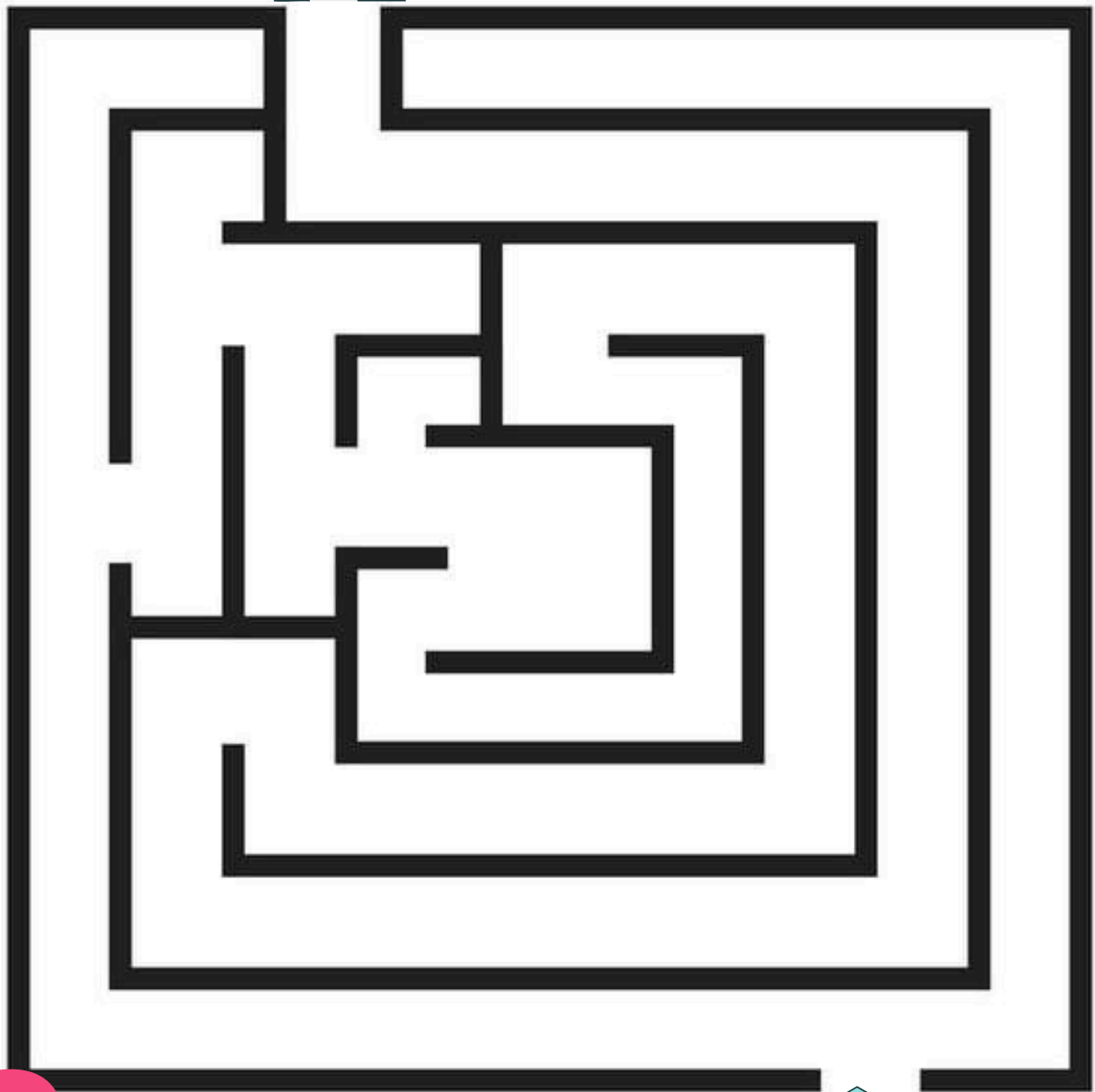
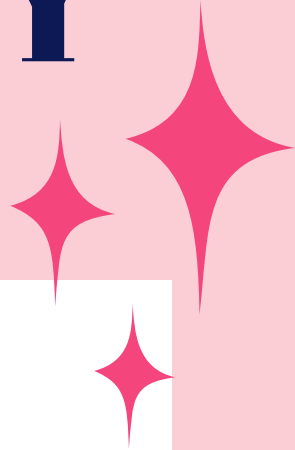
Empowerment plays a crucial role in the psychology of success for women entrepreneurs, empowering them to break free from societal constraints and chart their own paths to success. Empowerment encompasses a sense of autonomy, agency, and self-determination, allowing women to defy traditional gender roles and pursue their entrepreneurial ambitions with confidence. Through access to resources, mentorship, and supportive networks, women entrepreneurs gain the tools and knowledge necessary to thrive in competitive markets. Empowerment also involves advocating for gender equality and dismantling systemic barriers that hinder women's advancement in entrepreneurship, creating a more inclusive and equitable ecosystem for future generations of female leaders.

In conclusion, the psychology of success among women entrepreneurs is a multifaceted phenomenon shaped by mindset, resilience, purpose, and empowerment. By cultivating a growth mindset, challenging societal norms, embracing resilience, pursuing purpose-driven ventures, and advocating for empowerment, women entrepreneurs defy the odds and carve out their own paths to success. As pioneers in male-dominated industries, they serve as role models and catalysts for change, inspiring future generations of women to pursue their entrepreneurial dreams with courage and conviction.

By Arshiya
English department 3 rd year



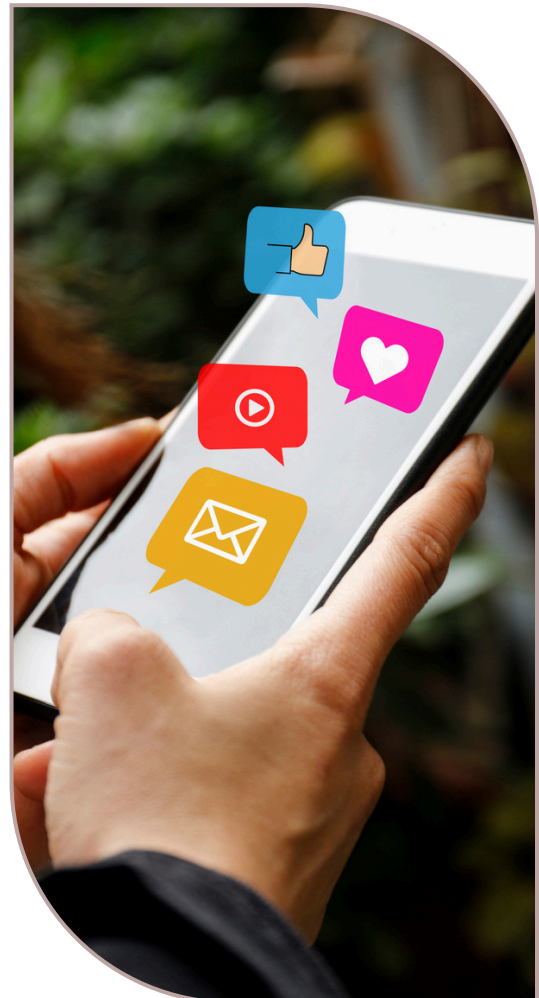
FIND THE WAY



Help the entrepreneur to find their way to the product!

Navigating the Complexities of Social Media Entrepreneurship

From content creation hurdles to algorithmic uncertainties, the challenges in the realm of social media entrepreneurship are multifaceted. Striking the right balance between promotional content and authentic engagement is an ongoing tightrope walk. Additionally, the ever-changing landscape demands a flexible strategy to navigate the waves of trends and user preferences. Building a brand amidst the vast sea of digital voices requires consistent effort, and the struggle to cut through the noise is palpable. The quest for audience engagement and loyalty is met with the constant evolution of platforms, making it essential to adapt swiftly.



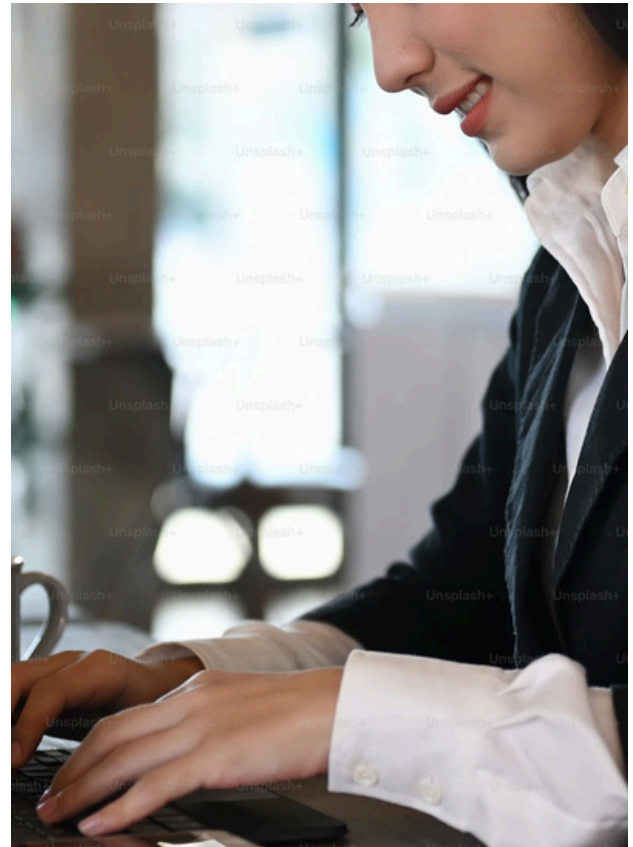
Privacy concerns and the need for airtight security present another layer of complexity, requiring meticulous attention to safeguard both business and user data. Amidst these challenges, the social media entrepreneur must continuously refine their approach, embracing innovation while staying true to their brand identity. It's a dynamic dance, where triumphs and tribulations weave together to shape the narrative of a thriving digital enterprise. Frequent shifts in social media algorithms can



impact visibility, that has adverse impact on the reach of my content, it requires constant adaptation to maintain reach and engagement, the constant need to keep up with the race of changing trends content require processing of data, that becomes very difficult as a young entrepreneur and college student.

With the abundance of content that is created, standing out and capturing audience attention can be challenging in its own wierd ways, often days are spent into creating a basic reel that could possibly go down and a very simple content could make account and reach go boom The availability of the internet, and other societal changes that allow lesser strains, the social media landscape has become highly competitive, making it difficult to establish and maintain a strong presence.

“In the dynamic world of social media entrepreneurship, success hinges on resilience, adaptability, and a steadfast commitment to brand integrity and user trust amidst ever-changing landscapes.”



Women Entrepreneurs in Beauty Cosmetics Industry



“Follow your passion- and if you don't know what it is, realize that one reason for your existence on earth is to find it.”
~ Oprah Winfrey

This article aims to address the scarcity of research on women entrepreneurs in the beauty industry, particularly focusing on those who operate beauty salons. Its objective is to explore the motivations driving women to venture into the beauty cosmetics sector.

Cosmetic Industry is not a modern invention, in reality cosmetics have been used since ancient times. Egypt's influence impacted the practices and uses of cosmetics with other cultures, the spread of Christianity also impacted the standards of beauty. The use of cosmetics was greatly restricted to actresses, courtesans and the wealthy women. But with a passage of time cosmetics moved a little closer to common usage in the roaring twenties by the glamorous movie stars who brought cosmetics in the mass merchandise market. This was the time when cosmetics were sold in departmental stores and some of the best known brands came into picture and the cosmetics industry was born.



Today there is nothing that women cannot do. Fortunately, the beauty industry is crawling with amazing and inspiring entrepreneurs who were initially involved in different careers and then explored to be in the cosmetic industry.

Challenges

Gender Bias and Stereotypes:

- Women faced societal restrictions and stereotypes that undermined their ability to launch products and gain recognition.
- The perception that women were primarily suited for homemaking hindered their success in entrepreneurship.

However, women have historically defied these stereotypes and excelled in the beauty industry.

Balancing Family and Business:

- Women entrepreneurs struggled to juggle professional ventures with familial responsibilities.
- Societal expectations often prioritized women's household duties over their business endeavors. Despite challenges, women have successfully balanced work and personal life, showcasing resilience.

Tech and Digital Divide:

- Women from less privileged backgrounds encountered barriers in adapting to technology and digital marketing.
- Limited access to technology hindered their ability to navigate the digital landscape for business growth.

Limited Networking Opportunities:

- Building a strong network was challenging due to restricted social mobility for women.
- Limited connections and communication skills posed obstacles in networking efforts.
- Overcoming these challenges required persistence and expanding outreach efforts.

Do You Know?

Women entrepreneurs frequently encounter obstacles like gender discrimination, unequal access to funding, and the struggle to balance work and family commitments.

Wellness and skincare emphasis:

With the passing of time, more and more women are becoming aware about the importance of using beauty products, this brings more entrepreneurs to launch the products and the improvement in existing products for the same.

Women entrepreneurs can explore the different shades and packaging to make their product more demanding.

Sustainability and ethical practices:

The beauty industry is shifting towards sustainable and ethical practices, i.e. focusing on building eco- friendly products. That is the reason more customers are likely to get attract towards the beauty industry.

Customization And Personalization:

As women are becoming aware about the beauty products, more customers are likely to seek personalized beauty solutions. Hence it gives positive prospects to the beauty industry. The women entrepreneurs must explore customization in product formation, shades and packaging to meet individual preferences

.Rising demand for diverse and inclusive products:

The demand for beauty products are increasing with diverse skin tones, textures and preferences that may vary from individual to individual. Women entrepreneurs must take the advantage by creating inclusive products.

To conclude, beauty and cosmetic industry saw the presence of women a long back. Initially the use of beauty products were restricted to actresses and wealthy women. But as people became more aware, beauty products started to be used commonly by the people. Although women faced so many challenges, they were able to overcome it and build their own brand. The future of women entrepreneurs in the beauty and cosmetic industry is bright. Hence, women can continue to shape and lead in the vibrant sector. To end with, have a look on the beautiful quote given by the famous Lisa Eldridge

“Makeup is not a mask; it’s an art. It’s a passion. It’s an expression”



**By Vaishnavi
Bcom prog 1 st year**

ART & CULTURE AS DRIVERS OF SOCIAL ENTREPRENEURSHIP

CULTURE & CRAFTSMANSHIP VIA COMMERCE

Entrepreneurship embodies a fusion of strategic thinking and heartfelt passion, while culture serves as the cohesive force uniting individuals through shared values, history, and traditions. Despite the encroachment of capitalist values, recent developments offer hope, affirming that determination paves the path forward. In the past, enterprises prioritized profit, but evolving times have ushered in a shift towards more holistic endeavors. The meticulous craftsmanship predating industrialization still holds significance, despite the challenges posed by automation. Ancient art forms face extinction amidst the dominance of modern, commercialized art. Yet, opportunities emerge for entrepreneurs to preserve cultural legacies through innovative startups, bridging creativity and commerce. Integrating cultural themes into marketing strategies fosters authenticity and emotional connections with consumers, leading to enduring relationships and financial success. Consumer behavior reflects a growing inclination towards businesses aligned with social causes. Initiatives like Hindustan Unilever's "Project Shakti" foster emotional bonds with customers through contributions to community development.

Similarly, the production of tourism souvenirs by the Indian government strengthens emotional ties between consumers and merchandise, enhancing sales and fostering a sense of purpose. Cultures prioritize communal growth, exemplified by initiatives like Barefoot College and Tostan, which empower communities while preserving cultural identities. Social entrepreneurs recognize the symbiotic relationship between profitability and sustainability, as seen in endeavors like the Jaipur Rugs Foundation and the Aravind Eye Care System. The intersection of culture, craftsmanship, and commerce underscores a deeper narrative of interconnectedness.

Businesses like FabIndia and Kulture Shop exemplify successful models rooted in cultural heritage, while platforms like EcoRight and GoCoop promote ethical consumerism and sustainable economic practices. Ultimately, the blend of culture, art, and commerce reflects our shared human identity and the importance of leaving a positive impact on society.



INSPIRATIONAL WOMEN



ENTREPRENEURS



RAJSHREE PATHY



Rajshree Pathy, a trailblazing figure in Indian entrepreneurship, defied gender norms as one of the country's earliest female entrepreneurs. Founder of the Rajshree Group, her journey reflects resilience and a commitment to challenging societal expectations. Beyond business success, her story embodies strength in adversity, innovative thinking, and breaking stereotypes. Pathy's multifaceted ventures, from textiles to aviation and real estate, showcase her ambition and challenge the notion of male-dominated industries. Her legacy extends beyond personal achievement, inspiring women across India to pursue ambitious dreams.

ADITI GUPTA

In the midst of a groundbreaking movement, female entrepreneurs like Aditi Gupta have emerged, epitomizing the spirit of breaking barriers and confronting societal taboos. Aditi's groundbreaking initiative, Menstrupedia, dedicated to menstrual health awareness, underscores the transformative power of women entrepreneurs in challenging norms and driving positive change. Motivated by a deep concern for menstrual health awareness, Aditi devoted a year to researching this stigmatized topic, leading to the creation of Menstrupedia—a comic book featuring relatable characters that defied societal silence and stigma. Her unconventional approach sparked vital conversations and paved the way for greater understanding and acceptance.



KIRAN MAZUMDAR-SHAW



Picture the vibrant canvas of biopharmaceuticals, and there stands Kiran Mazumdar-Shaw's Biocon Limited—a testament to innovation. Established in 1978, Biocon is not merely a company; it's a beacon of progress. Kiran's leadership is a vivid stroke on this canvas, not just for her success, but for breaking down barriers in the traditionally male-dominated biotechnology arena.

INDRA NOOYI

Indra Nooyi's narrative is like a crescendo in the world of corporate triumphs. Joining PepsiCo in 1994, her story isn't just about climbing the corporate ladder; it's about shattering glass ceilings. Nooyi's journey inspires women to dream beyond limitations, adding an emotional resonance to the broader movement for female leadership.



FALGUNI NAYAR

Enter the world of beauty and cosmetics, and you'll find Falguni Nayar's Nykaa—a transformative force founded in 2012. Nykaa isn't just a business; it's a celebration of beauty and a stage for female entrepreneurs in the fashion space. Falguni's entrepreneurial spirit adds a vibrant hue to the broader canvas of women's empowerment.



VANDANA LUTHRA

In the realm of wellness and beauty, Vandana Luthra's VLCC Health Care is a tale of rejuvenation. Founded in 1989, VLCC isn't just a brand; it's a journey of empowerment through health and beauty services. Vandana's commitment resonates emotionally, becoming an inspiring chapter in the collective story of female empowerment.



SUDHA MURTHY

Concluding this remarkable journey of women entrepreneurs, Sudha Murthy stands as a living example of balance and resilience. As the co-founder of Infosys Foundation, an accomplished author and an efficient home-maker as well, she defies conventional expectations of the society, proving them wrong via showcasing that women can excel in both professional and personal realms. Sudha Murthy's journey is a powerful reminder that women can do it all—manage both home and business with grace and thus women should never be held back or underestimated in their pursuit of success and fulfillment.



Flexibility of Life and Social Media Entrepreneurship



In today's dynamic business landscape, entrepreneurs are leveraging the power of social media to not only build successful businesses but also embrace a rover lifestyle. This innovative approach involves easing the flexibility of remote work, coupled with strategic online presence. And by curating engaging content, connecting with a global audience, and utilizing digital tools, these entrepreneurs are forging a unique path to success

We are living in the 21st century, the year 2024, popularly known as the century of development. And from the last decade we all have witnessed various trends but the most popular trend among all is of influencers and aspiring entrepreneurs.



Entrepreneur is an individual who has an idea that acts, usually to disrupt the current market with a new product or service. Entrepreneurship usually starts as a small business but the long-term vision is much greater to seek high profits and capture market share with an innovative new idea. Entrepreneurship is looked upon as a very respectable profession which acts as a magnet to almost all the people and portrays a respectful, free style range rover lifestyle of

entrepreneurs exercising without any superior bosses while exercising superiority and leadership over subordinates. Entrepreneurs are usually expected as a person with an innovative approach to tackle the economy and bring up the evolution in the economy which results in boosting profits of the company and ultimately GDP of the nation.

Where social media platforms like LinkedIn, Instagram, YouTube, X, etc serve as virtual storefronts, allowing entrepreneurs to showcase products and services to a vast audience. Through compelling storytelling and authentic engagement, so that they can create a brand identity that resonates with followers, fostering a sense of community and trust. This online presence becomes the backbone of their business, facilitating networking, partnerships, and customer relationships along with strategic marketing campaigns.

Whereas the rover lifestyle is characterized by mobility and flexibility, which aligns seamlessly with the digital nature of modern entrepreneurship. Social media platforms act as a bridge, connecting them with like-minded individuals, potential collaborators, and customers globally.

And in the world where everyone wants to be an entrepreneur and wants to make a 10 finger ranging business by developing the personal and professional skills whether it's the daily routine of the individual or by increasing the efficient working hours, they go to social media platforms in search of solutions of each and every aspect of their problems as they wanted to solve the problems of the world while bringing on the evolution.

And when we are living in a world of problems, where everyone wants to be the solver, the competition gets difficult as the personal problems of the people, so as the boom in content of established entrepreneurs ultimately leads to their better reach and engagements while booming their profitability as a whole.

But have you ever thought, who actually put the thoughts of entrepreneurship into the minds of individuals?

This is done by influencers especially by big established business influencers i.e. entrepreneurs who are an inspiration to many young people, the media companies for over saturating the word business and entrepreneurship, some authors who treat entrepreneurs as god's and follow them blindly with grace.

The big Influencers takes advantage of their image and offers various entrepreneurship courses which they have never took to themselves to become successful and is of no use but for profitability they prefer to sell those baseless courses by using their huge social media image, they guide about the positive sides of becoming entrepreneurs but forget to share their own real hustles, they highlights their successes but failed to highlight their failures, they showcase their confidence but failed to showcase their insecurities while doing a business on social media.

They are using social media recelessly for the aggressively additive promotion of their brands by sharing various techniques and giving relevant examples with zero to almost no personal touch with the audience in order to create and maintain the craving of them within their audiences.

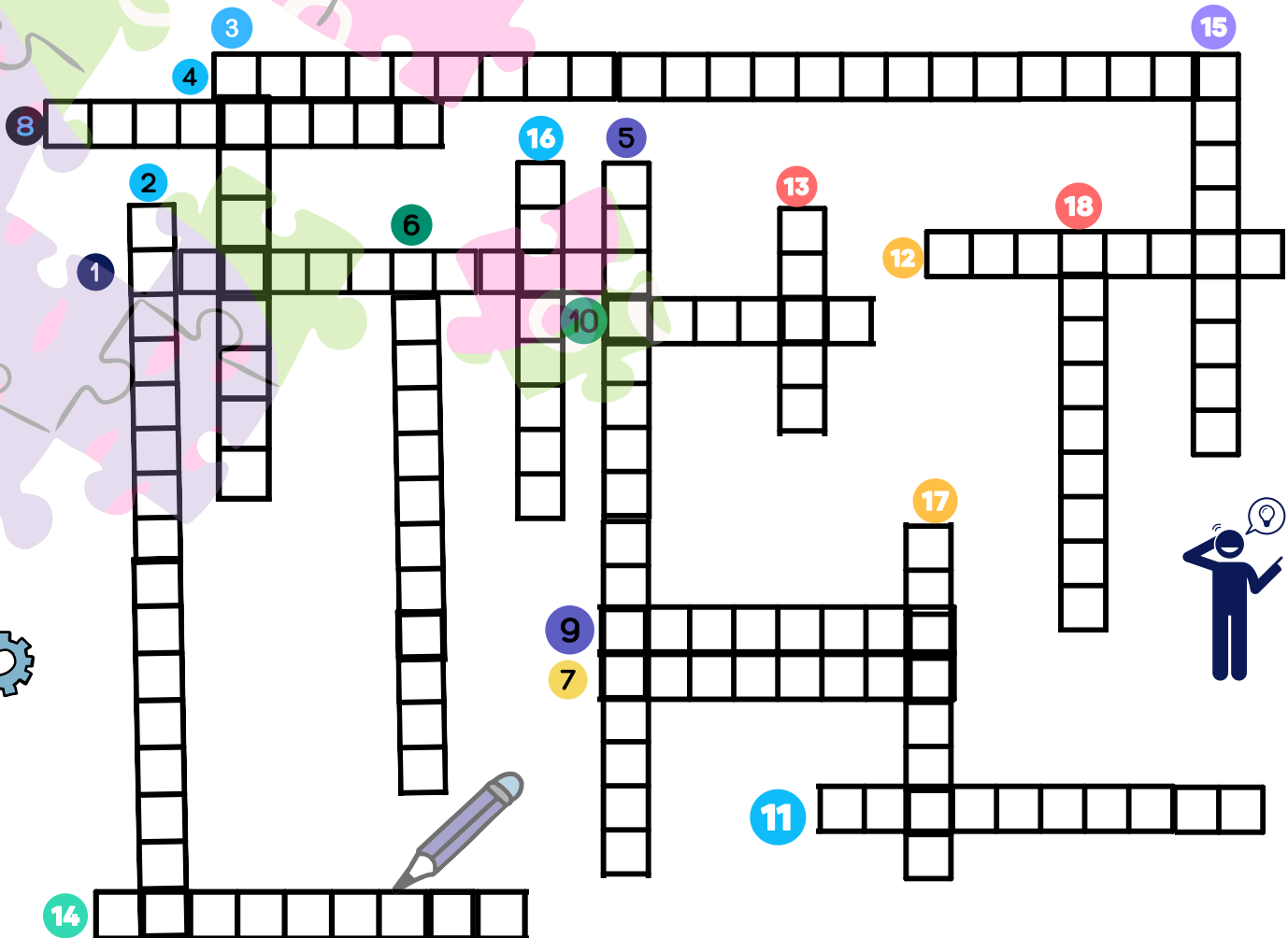
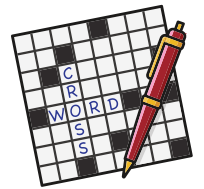
They have already made huge profits with their already established businesses but now they wanted to make more profit by launching and using aggressive marketing tactics to play with their blind followers who trusted them basically by misleading them, by giving them incomplete knowledge, by taking up their innovative ideas, by eliminating the potential zeal in them in order to avoid competitions.

So it is always advisable to choose your mentor with care, consciousness and consume only the relevant content on social media that too with care and of those individuals who doesn't pretend or lie but instead guides you with honesty and compassion. Because everything you see and hear on social media platforms is not true, everything given by the most trusted person of yours is not right, one needs to use their thinking abilities to know about themselves and cautiously select the right and wrongs. Researching, identifying and then selecting the right thing required to solve the problem actually makes the difference and helps you to get the relevant results and sometimes even extraordinary results in the long run.

The innovative approach, techniques and algorithms of social media platforms like LinkedIn, Instagram, YouTube, X, moj etc underscores the adaptability and resilience required to navigate the ever-changing landscape of modern entrepreneurship only when applied with research, care and with full consciousness via social media. Because the needs, wants and situations of every human being is constantly changing and is not same for everyone.

**By Saloni Kalra,
B.com (Hons.)**

Crossword Puzzle



Across

1. Co-founder of the online marketplace Etsy
4. Founder of Nasty Gal, known for her successful in the fashion industry.
7. The largest social media platform.
8. A popular photo-sharing app.
9. A platform for professional networking.
10. A popular video-sharing app.
11. A platform for creating and sharing presentations.
12. A social media platform known for its disappearing messages.
14. A social media platform where you can upload and share images.

Down

2. Founder of The Huffington Post.
3. Founder of Spanx.
5. Founder of Bumble, a popular dating and social networking app.
6. Founder of The Body Shop, known for her ethical cosmetics brand.
13. A social media platform where users can ask and answer questions.
15. The social media platform famous for its filters and stories.
16. A social media platform for sharing short videos.
17. A social media platform focused on business and employment.
18. The social media platform where you can "pin" your interests.



Measuring Success beyond Profit Metrics



“When you sell something, you make a customer today; when you help someone, you make a customer for life.”
“What business entrepreneurs are to economy, social entrepreneurs are to social change. They are the driven, creative individuals who question the status quo, exploit new opportunities, refuse to give up, and remake the world for the better”. The famous line is given by the author David Bornstein in his book “How to change the world: Social Entrepreneurs and the power of new ideas”

In the past few years, a new type of entrepreneurship has grown. It's called social entrepreneurship. Initially, people started business to earn profits for themselves. Now the entrepreneurship is not only profit oriented but also to bring a change in the world. The world where we are living, the nature we've exploited for our own desires. Today we can find entrepreneurs working against the issues, that's what social entrepreneurs is about. It has helped to draw attention of the people to important social problems.

There are different type of social entrepreneurship:



1. Non- Profit Social Entrepreneur.

The type of entrepreneurship which focus on social gain and not capital gain, can be termed as Non- Profit Social Entrepreneur. It has a large impact on society which takes longer time to be visible. The perfect example of Non- profit Social Entrepreneur from India is Shaheen Mistri who is the founder of Teach For India

2. Transformational Social Entrepreneur

Transformational Social Entrepreneur uses their skills, knowledge and resources to address social issues and create a positive impact on the society. Their main focus

is often on empowering marginalized communities and promoting environmental sustainability. They are the visionary leaders who inspire others to work towards the society in areas on education, healthcare and employment.

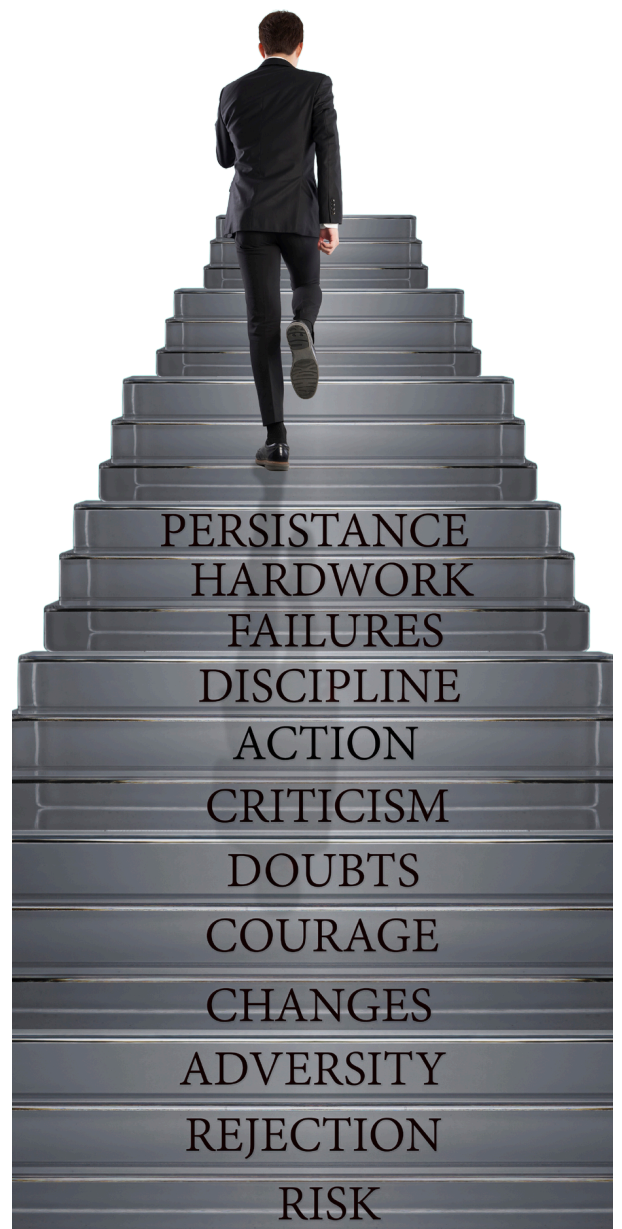
3. Community Social Entrepreneur

This type of entrepreneurship work on a wide range of issues in a smaller area with a goal of bringing peace and harmony in the society. As the area of work is quite smaller, the results of this is immediately visible. Example: The founder of Goonj, Anshu Gupta started his initiative in a very small place.

4. The Global Social Entrepreneur

As the name says, a social entrepreneur who address social and environmental issues on a wide range of area. Their aim is to bring a change in the world by using different business models. The global social entrepreneurs work with others to achieve their aim by networking and collaboration.

By **Vaishnavi**
Bcom prog 1 st year



Beyond profit, the social entrepreneurs work to bring a positive change in the society through various means, they may include:

- **Poverty Alleviation:**

Social entrepreneurs target poverty eradication through improved access to education, healthcare, and sustainable livelihoods. They create employment opportunities in underserved areas, focusing on skill enhancement to uplift communities.

- **Empowerment:**

Social entrepreneurs empower marginalized communities and women by providing resources,

opportunities, and skills for self-growth. By working closely with communities, they enable individuals to take control of their lives and foster societal empowerment.



- **Environmental Sustainability:**

Social entrepreneurs tackle environmental challenges by promoting eco-friendly practices and conservation efforts. They raise awareness about the importance of a clean environment and develop initiatives for sustainable resource management.

- **Global Influence:**

Social entrepreneurs address global issues like environmental conservation, human rights, and poverty alleviation. They collaborate internationally, influencing policies, providing education, and networking to achieve global impact.

CHALLENGES

FACED BY SOCIAL ENTREPRENEURS

- Lack of access to market and resources

Social entrepreneurs working with marginalized communities face challenges in accessing suppliers and resources for their goods and services. Limited availability of resources makes it difficult for them to reach their target markets effectively.

- Lack of Funding and Financial Support:

They struggle to secure funding as investors prefer profit-making businesses over social enterprises. Convincing investors and waiting for returns, sometimes for 8-9 years, adds to the difficulty of raising funds.

- Difficulty of Measuring Social Impact & Support System:

Measuring social impact is complex as it involves tracking intangible



factors that cannot be quantified easily. Social entrepreneurs find it challenging to accurately assess the impact of their initiatives and programs. The absence of a supportive community and mentors hinders their ability to succeed and grow.

Social entrepreneurship, a burgeoning field, offers vast opportunities to address societal issues like welfare, human rights, and climate change. Entrepreneurs worldwide have made substantial contributions, employing diverse strategies and innovative ideas to tackle challenges and benefit society.

Successful social entrepreneurs



Bindeshwar Pathak

Dr. Bindeshwar Pathak was the founder of Sulabh International Social Service Organization, who dedicated his life to build a nationwide sanitation movement by introducing innovative toilet solutions. Bindeshwar Pathak also provided monumental support to the Swachh Bharat Mission. He was presented with many awards including Padma Bhushan, Lal Bahadur Shastri National Award for Excellence in Public Administration, Academics and Management.



Muhammad Yunus

The recipient of Nobel Peace Prize, Professor Muhammad Yunus is internationally recognized for his work in poverty alleviation and empowerment of poor women. He is the founder of Grameen Bank, a microcredit institution which provide small loans to the poor. The main aim behind the establishment of Grameen bank was to provide loans particularly to women so that they can start their own business. The bank has been providing free loans to almost 7.5 million clients and more than 80,000 villages in Bangladesh.



Anshu Gupta

The founder of a unique social enterprise, Goonj is none other than Anshu Gupta. He founded Goonj with a mission to highlight some basic needs which are ignored on the development agenda by using cloth as a metaphor. The enterprise works with the issue of clothing in backward and rural areas. Firstly, the organization collects discarded clothes from urban areas then separate it and send to villages who are in need. Today, Anshu Gupta is popularly known as the Clothing Man and is the recipient of Ramon Magsaysay Award. His work has offered the world a sustainable economic model.



Wendy Kopp

Wendy Kopp is the CEO and Co-founder of Teach For All, a global network of independent organizations working to develop collective leadership to ensure all children have the opportunity to fulfill their potential. Wendy Kopp developed the program to address educational inequality by hiring teachers for the underprivileged schools. She is also the recipient of many awards including GSV Lifetime Achievement Award.

"Don't get distracted. Never tell yourself that you need to be the biggest brand in the whole world. Start by working on what you need at the present moment and then what you need to do tomorrow. So, set yourself manageable targets."



Word Game

D	G	O	D	R	E	J	A	G	T	A	N	I	L	A
L	H	Y	Z	A	Y	Z	R	D	R	A	I	A	A	Z
A	A	I	L	O	R	A	A	H	A	I	K	J	L	I
Z	N	A	R	L	L	J	A	A	I	S	J	S	A	M
A	S	N	D	U	L	H	I	A	H	S	S	H	H	P
S	H	N	U	O	B	I	H	M	M	A	A	I	N	R
Z	Y	A	H	G	L	H	I	H	H	R	N	V	A	E
D	A	A	U	N	N	M	A	N	H	S	A	N	N	M
Y	M	N	G	O	I	G	M	A	L	A	S	A	K	J
D	B	A	U	T	I	M	I	L	M	H	H	D	N	I
M	I	N	T	I	L	B	B	J	H	B	H	A	K	K
N	R	A	L	G	I	M	O	J	I	R	A	R	H	L
A	L	A	G	O	A	O	J	A	O	H	O	N	N	M
S	A	N	U	I	G	O	O	N	A	H	A	N	I	O
D	D	I	L	I	P	S	H	A	N	G	H	V	I	I
M	A	B	H	I	M	A	V	A	T	S	S	S	S	S

1. Dhirubhai Ambani
2. Shiv Nadar
3. Lakshmi Mittal
4. Ghanshyam Birla

5. Dilip Shanghvi
6. Azim Premji
7. Jagtiani
8. Godrej



EMPOWERING CHANGE: CONSTRUCTING WOMEN'S NETWORKS IN SOCIAL ENTREPRENEURSHIP



“If any female feels she need anything beyond herself to legitimate and validate her existence, she is already giving away her power to be self-defining, her agency.”

Social Entrepreneurship & Women Empowerment:

Social enterprises are crucial for advancing women's empowerment, tackling various issues like economic development and challenging stereotypes by involving women as customers, employees, and business owners. Social entrepreneurship utilizes entrepreneurial principles to address social or environmental issues, promoting sustainable solutions to enhance women's economic, social, and political status. It involves creating programs for training, financial inclusion, education, healthcare, and advocacy, often leveraging technology and community-building for social impact. Ultimately, it combines business strategies with a focus on social change to create a more inclusive society.



Women as Catalysts for Change :

Women, as powerful agents of change in social entrepreneurship, challenge traditional gender norms and inequalities by deeply influencing systems, sparking collaborative movements, and reshaping societal expectations. Initiatives like Ashoka's Women's Initiative for Social Entrepreneurship actively support and recognize the significant impact of women leaders, transforming the innovation ecosystem to better amplify their contributions. Women entrepreneurs blend business savvy with a focus on societal challenges, particularly in addressing poverty, education, and healthcare through innovative business models. They prioritize community empowerment, inclusive practices, healthcare, education, sustainability, impact investment, and technology integration, reflecting a commitment to creating a more equitable and socially responsible world.

WOMEN'S NETWORKS IN SOCIAL ENTREPRENEURSHIP:



EMPOWERMENT THROUGH CONNECTION

◆ Empowerment through connections extends beyond simple networking; it's a dynamic process where individuals draw strength from shared experiences, realizing they're not alone in facing challenges. Building professional networks opens doors to opportunities, mentorship, and knowledge exchange, empowering individuals in their careers. Collaborating with mentors offers invaluable guidance and support, facilitating personal and professional growth. Connections foster the exchange of skills and knowledge, enhancing capabilities and fostering a sense of belonging within communities. Engaging in community initiatives promotes empowerment through collective efforts, addressing common challenges together.

Building connections within entrepreneurial ecosystems provides access to mentorship, funding, and business networks, empowering aspiring entrepreneurs to turn ideas into successful ventures. Collaboration within social impact networks amplifies the effectiveness of initiatives, contributing to positive change. Cross-cultural connections promote inclusivity and a broader perspective on societal issues. Digital connections enable individuals to share information, mobilize resources, and participate in global conversations, breaking down barriers. In educational settings, collaborating with peers and industry professionals empowers individuals to excel academically and prepares them for the future. Advocacy networks amplify voices and contribute to social change, addressing systemic issues. ◆



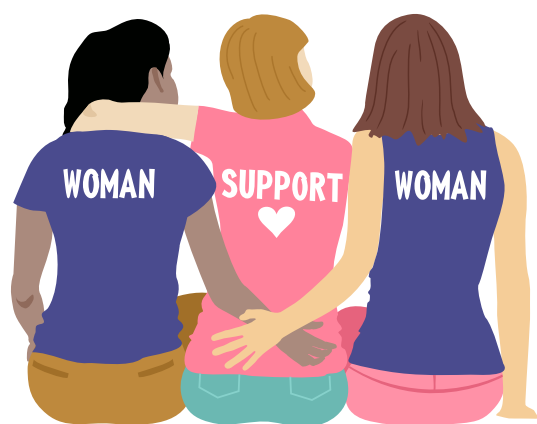
Supporting Each Other's Success:

Women entrepreneur communities provide steadfast support, celebrating successes collectively and offering encouragement during setbacks, creating a safety net during challenging times. Supporting each other's success within these networks is crucial for fostering a thriving community. Mentorship programs enable experienced members to guide newcomers, while skill-sharing initiatives allow for the exchange of expertise. Facilitating resource sharing strengthens the capacity of women-led enterprises. Advocating for each other's causes amplifies individual efforts, while collaborative projects address broader societal challenges.



Collaboration Over Competition:

Embracing collaboration as a powerful tool for growth, women entrepreneurs leverage their collective strengths for significant and sustainable impact, departing from traditional business paradigms. Collaboration over competition emphasizes working together for mutual benefit, fostering a shared vision across various contexts. In collaborative settings, entities align goals, share ideas, and pool resources efficiently, fostering innovation and holistic problem-solving approaches. Building strong relationships based on trust and mutual respect, collaborators share risks and responsibilities, contributing to long-term success and resilience. Sustainable collaborations create supportive communities and result in a collective impact greater than individual successes. Choosing collaboration fosters a culture of shared success, innovation, and resilience, where everyone has the opportunity to thrive



**GIRL
POWER**

Creating Opportunities:

Women entrepreneur communities play a vital role in promoting equity and inclusivity in the entrepreneurial landscape by facilitating access to funding, partnerships, and resources. Through their advocacy for diversity, these communities work towards leveling the playing field. Creating opportunities within women's networks in social entrepreneurship is essential for empowering women, fostering inclusivity, and driving positive change. These networks provide access to funding opportunities, workshops, and training programs focusing on financial literacy and fundraising strategies. Additionally, they offer skill development programs, mentorship, and networking events where women can showcase their enterprises and connect with potential collaborators and mentors.



THE FUTURE OF WOMEN ENTREPRENEURSHIP

Women entrepreneur communities are reshaping the entrepreneurial landscape by breaking down barriers and challenging traditional norms, impacting societal norms and fostering a more inclusive and diverse future. The future of women in social entrepreneurship is promising, with their transformative roles addressing societal challenges, driving innovation, and fostering sustainable development.

Increasing Representation:

Closing Gender Disparities: The future entails a concentrated push to narrow gender disparities in social entrepreneurship, with more women assuming leadership positions and actively engaging in the field.

Diverse Viewpoints:

Boosting representation guarantees a variety of perspectives, enriching creativity and the effectiveness of solutions to societal issues.

Technology and Innovation:

Tech-Powered Solutions: Female entrepreneurs are ready to harness technology for inventive approaches to intricate problems, utilizing digital platforms, artificial intelligence, and other emerging technologies.

Tech Empowerment:

Technology empowers women to connect with broader audiences, enter new markets, and streamline social impact endeavors.

Impact Measurement and Reporting:

Transparent Impact Assessment: The future sees a greater emphasis on transparent impact measurement and reporting within women-led social enterprises.

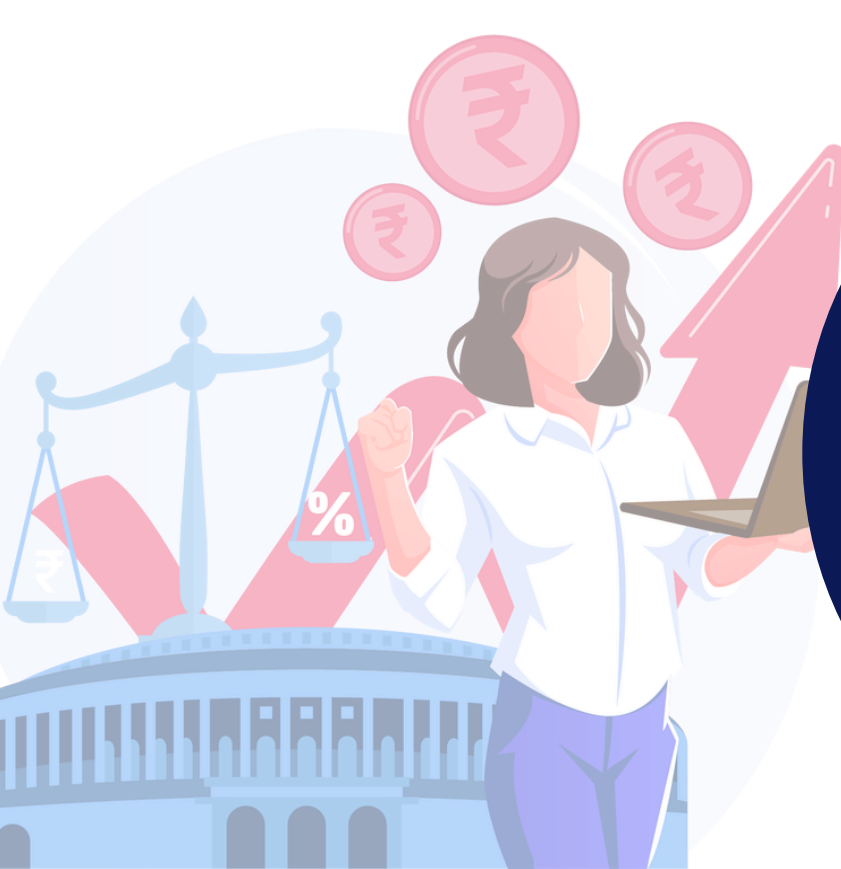
Accountability and Evaluation:

Robust impact assessment practices contribute to accountability, attracting funding, and building trust with stakeholders.

Supportive Ecosystems:

Women-centric incubators and accelerators cultivate supportive environments for nurturing and scaling social enterprises, while improved networking opportunities within these ecosystems encourage collaboration, mentorship, and resource exchange.





**“EMPOWERING
WOMEN
ENTREPRENEURS:
FUELING GROWTH
THROUGH
INNOVATION.”**



INTRODUCTION

In today's rapidly evolving business landscape, the role of women entrepreneurs is increasingly vital. Through their resilience, creativity, and determination, they are reshaping industries, fostering diversity, and inspiring generations to come. One of the most compelling aspects of women entrepreneurship is its ability to break down barriers and challenge societal norms. Historically, women have faced numerous obstacles in the business world, including limited access to capital, lack of mentorship opportunities, and gender bias. However, today's women entrepreneurs are defying these odds and proving that gender is not a determinant of success. By leveraging their skills, knowledge, and networks, they are carving out their place in traditionally male-dominated industries and paving the way for future generations.

Moreover, women entrepreneurs are driving innovation by bringing fresh perspectives and unique solutions to market challenges. Whether it's developing sustainable technologies, disrupting traditional business models, or addressing unmet consumer needs, women-led startups are at the forefront of innovation. Their diverse experiences and backgrounds enable them to identify opportunities that may have been overlooked by their male counterparts, leading to the creation of groundbreaking products and services

Impact on Diversity and Inclusion:

Women entrepreneurs bring diversity not only in terms of gender but also in terms of perspectives, experiences, and approaches to problem-solving. This diversity fosters creativity and innovation within organizations and contributes to the development of more inclusive business environments. By championing diversity and inclusion, women entrepreneurs set an example for other businesses to follow, leading to greater equality and representation in the workforce.



Social Entrepreneurship and Impact:

Many women entrepreneurs are not only focused on generating profits but also on creating positive social and environmental impact. They are leading the way in social entrepreneurship, launching ventures that address pressing societal challenges such as poverty, education, healthcare, and environmental sustainability. These ventures often operate with a "double bottom line," aiming to achieve both financial returns and social good, thereby driving meaningful change in communities around the world.



Role Models and Mentorship:

Women entrepreneurs serve as powerful role models for aspiring business owners, particularly for young women and girls who may lack female role models in the business world. Through their success stories and experiences, they inspire others to pursue their entrepreneurial ambitions and overcome obstacles along the way. Additionally, many women entrepreneurs actively engage in mentorship programs, providing guidance, support, and advice to the next generation of leaders, thereby creating a cycle of empowerment and mentorship that fuels further innovation and growth.



Global Impact and Collaboration:

Women entrepreneurs are increasingly engaging in cross-border collaboration and partnerships, leveraging technology and connectivity to access markets and resources beyond their local borders. This global perspective enables them to tap into diverse markets, networks, and opportunities, driving international trade and economic development. Moreover, women-led businesses often prioritize ethical and sustainable practices, contributing to the advancement of global goals such as the United Nations Sustainable Development Goals (SDGs) and creating a more interconnected and sustainable world.



CONCLUSION-

In conclusion, women entrepreneurs are catalysts for change, driving innovation, and economic growth across the globe. Through their resilience, creativity, and determination, they are breaking down barriers, challenging stereotypes, and inspiring future generations to pursue their entrepreneurial dreams. By supporting and empowering women entrepreneurs, we can unlock the full potential of our societies and build a more prosperous and inclusive future for all.

Empowering Women Entrepreneurs



Education shapes individuals into critical thinkers, fostering confidence and opening doors to various opportunities. It equips us with essential skills, techniques, and knowledge for real-world problem-solving across different fields, empowering individuals to become self-aware and contributing citizens. Its transformative power enables communities to address challenges through collective knowledge and action, making it a strength to be shared, not a privilege to be coveted.

“Education is neither eastern nor western. Education is education, and it is the right of every being.”
~ Malala Yousafzai

Denying women education is economically wasteful and unjustifiable. With nearly half the population being female, excluding them squanders valuable human capital. Gender biases rob women of opportunities and perpetuate oppressive traditions, stifling their ambitions from a young age. Closing the gender gap in education is not just a battle against stereotypes but a necessity for societal advancement.



In recent years, women have made significant strides in traditionally male-dominated fields like entrepreneurship. With over 252 million female entrepreneurs globally, their increasing presence has sparked innovation and challenged conventional norms. Education has played a crucial role in this shift, providing women with the knowledge and confidence to pursue business opportunities and speak out against social stigma. Despite progress, barriers persist, including the lack of trust and recognition for women in positions of power. Normalizing the idea of educated women requires a change in societal mindset and equal opportunities for all genders.

Education empowers women to address societal challenges independently. Women-led startups, locally focused or addressing personal issues, exemplify this empowerment. For instance, 'NYKAA,' founded by Falguni Nayar, tackles beauty needs in India. Social entrepreneurship ventures, prioritizing societal benefit over profit, showcase women's ingenuity.

In one village, women transformed local produce into pens, highlighting the intersection of education and entrepreneurship. Such initiatives not only drive socio-economic growth but also bolster women's self-worth. This correlation between education and entrepreneurial success is evident in the achievements of renowned women like Oprah Winfrey and Kiran Mazumdar-Shaw, underscoring the importance of education in fostering women's empowerment.

In conclusion, educating a girl has a ripple effect, unlocking diverse opportunities beyond traditional roles. Women entrepreneurs create supportive networks, symbolizing a positive future. Increased gender equality and entrepreneurship uplift socio-economic standards directly and indirectly. Education empowers women, transforming their experiences into enterprises, fostering societal change.

Naina Singh
BA (Hons.) Economics





FUN FACTS

1.

Only 44% of entrepreneurs have a college degree

2.

50% of entrepreneurs are home-based institutions

3.

Only less than 1% of entrepreneurs come from extremely rich or poor backgrounds.



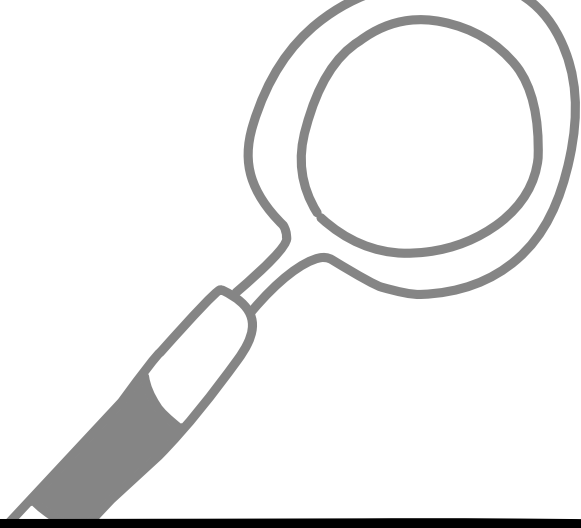
4.

The industries which witness the most number of start-ups are the Finance industry, Insurance and Real Estates.



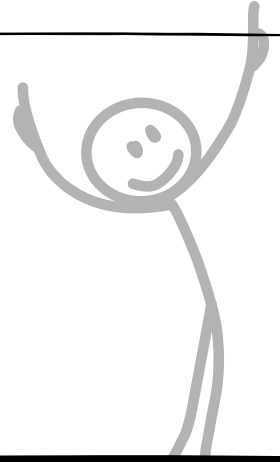
5.

India is the 3rd largest startup ecosystem in the world.



6.

Newbies are born in every 60 seconds. It appears that about 3 new start-ups arrive in the market every second. If statistics are to be believed, around 11,000 new start-ups are launched every hour.



7.

India is the world's most youthful startup country as 72 percent of business visionaries here are under 35 years old. The normal time of startup originators is 28 years.



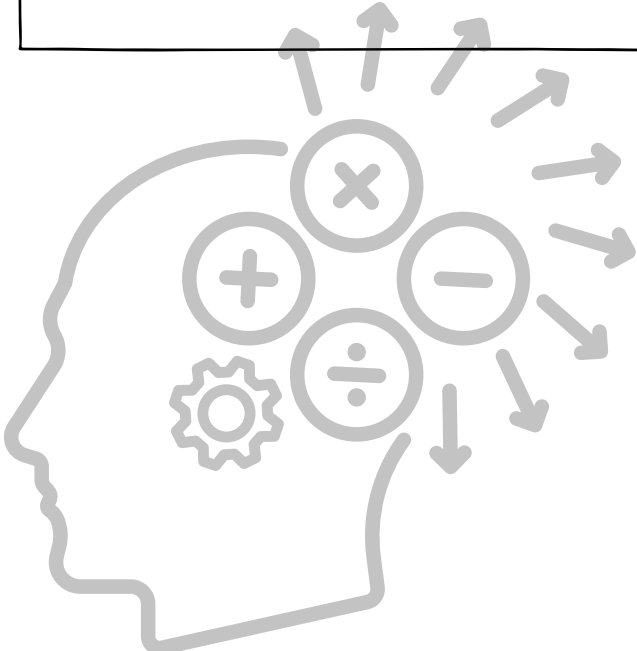
8.

Some of the world's most famous companies like Microsoft, Amazon, Apple were started in humble beginnings, often in garages or small apartments.



9.

India has produced several unicorns startups, valued at over \$1 billion including Zomato, Ola, Paytm.



10.

Several iconic business ideas were initially sketched on napkins, including the concept of Southwest Airlines, which was famously drawn out on a cocktail napkin during a conversation between its co-founders.

THE INTERSECTION OF CORPORATE SOCIAL RESPONSIBILITY AND SOCIAL ENTREPRENEURSHIP



In the constantly changing business world, companies are trying out new ways to make a positive impact on society. They're not just doing it out of goodwill but also because they've recognized that it can bring them significant benefits. This change in attitude shows that businesses are now more aware of their role in the community and are actively working to contribute positively while also succeeding in their own goals. The central hub where businesses aiming for profits find common grounds with those passionate about making a positive impact on society is the intersection of Corporate Social Responsibility and Social Entrepreneurship

CORPORATION SOCIAL RESPONSIBILITY (CSR): GOING BEYOND PROFITS

A study by Porter Novelli found that 88% of employees believe that it's no longer acceptable for a company to solely focus on making profits; CSR is like a company's promise to do good in more ways than just making money. It means they're into doing things ethically, caring for the environment, and helping out in their communities. The usual stuff they do for this includes donating money, trying to save the planet, and being honest in business.

There are Four Major Types of CSR:

Environmental

This facet encompasses a company's efforts to reduce its impact on the environment such as ending investment in fossil fuels. Other examples of the environmental benefits of CSR include:

1. Clean water initiatives
2. Reducing Pollution
3. Reducing waste

Ethical

Ethical considerations involve measures a company takes to ensure that its business practices are fair. Refusing to purchase materials produced by child labour is an example of an ethical CSR response.

Philanthropy

Philanthropy represents a company's efforts to give back through charitable donations, fundraising events, and more. An example of philanthropic CSR would be organizing a fundraiser for a charity.

Economic

This type of CSR involves financial sacrifices a company makes to ensure things like fair pay and sustainable business practices. Executives who divert a part of their salary into profit-sharing are practicing economic CSR.



ADVANTAGES AND BENEFITS OF CSR

The full benefits of CSR are innumerable, but let's look at ten of the most widely recognized:

1. Increased Brand Recognition

People are hungry for positive stories. If you associate your brand with positive social and political change, you can earn the type of media coverage you can't buy from advertisers.

2. Boosted Company Reputation

Recognition isn't worth much if your reputation is tarnished. Lending a helping hand, making sacrifices in the name of fairness, and engaging in sustainable business practices paint your organization as worthy of its growing recognition among consumers.

3. Improved Customer Loyalty

If you can show that you give back, customers are willing to come back repeatedly. A study by Statista found that 70% of customers are more loyal to companies that showcase CSR efforts.

4. Accelerated Capital Growth

If you're boosting your brand, enhancing your reputation, gaining public trust, and inspiring customer loyalty, this may positively impact your bottom line. 6. Deepened Competitive Advantage



5. Employee Retention Rates

Today's employees find fulfilment in working for a socially responsible company, which means your CSR efforts will make them less likely to quit. According to a recent study, 95% of employees who work for purpose-driven companies report that they are more loyal to their employer.

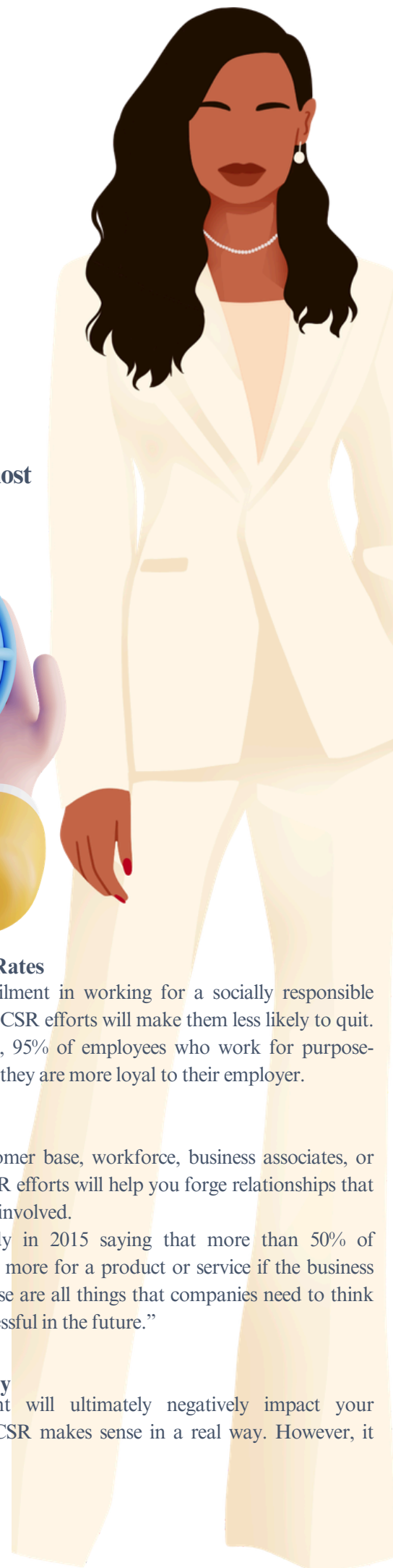
6. Relationship Building

Whether it's with your customer base, workforce, business associates, or the world at large, strong CSR efforts will help you forge relationships that can be beneficial to everyone involved.

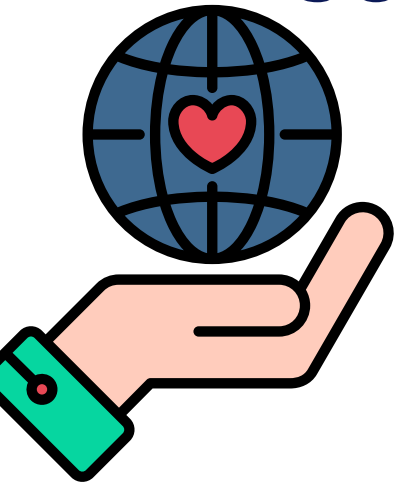
"There was a Nielson study in 2015 saying that more than 50% of consumers are willing to pay more for a product or service if the business prioritizes sustainability. These are all things that companies need to think about if they want to be successful in the future."

7. Greater Sustainability

Destroying the environment will ultimately negatively impact your business, so environmental CSR makes sense in a real way. However, it also makes economic sense.



SOCIAL ENTREPRENEURSHIP: INNOVATION WITH A SOCIAL MISSION



On the other hand, Social Entrepreneurship is about using business skills to tackle problems in society or the environment. Social entrepreneurs are like problem solvers who want to make things better. They come up with creative ideas to fix issues in our communities or help the planet. Their projects usually mix making money with a goal to create real, positive changes in how we live or protect our environment.

BENEFITS OF SOCIAL ENTREPRENEURSHIP:

1. Addressing Social and Environmental Challenges:

Social entrepreneurship uses the power of entrepreneurial thought and business models to promote change to address social and environmental issues. They want to address critical problems including poverty, inequality, and poor access to healthcare. Also, education, environmental damage, and more.



2. Creating Sustainable Business Models:

Social entrepreneurship develops sustainable business models by incorporating environmental and social concerns into their fundamental processes. The triple bottom line, which incorporates people, the environment, and profit, is given priority in these endeavors. They work to alleviate social and environmental issues while simultaneously generating money and maintaining financial stability.

3. Empowering Marginalized Communities:

These initiatives concentrate on elevating underprivileged groups. It includes women, the disabled, and racial and ethnic minorities. Also, low-income individuals. They seek to offer tools, training, and assistance.

4. Fostering Innovation and Creativity:

These businesses work in dynamic, shifting environments, necessitating new perspectives and daring tactics to make a real difference. Social entrepreneurs are motivated by a strong sense of purpose and are frequently ready to take chances and think outside the box to develop creative solutions to challenging situations.

5. Inspiring and Serving as Role Models as Leaving a Legacy:

Social entrepreneurship serves as an inspiration, a role model, and a legacy by showing the possibility for entrepreneurship to effect meaningful social and environmental change. These companies are driven by a distinct sense of purpose. They desire to make a significant impact on society. They demonstrate innovative problem-solving, persistence, and a genuine dedication to tackling pressing social challenges.





Unicorns Among Mules

The startup world is often romanticised. We hear about billion-dollar overnight successes and revolutionary ideas that disrupt entire industries. But the reality for most entrepreneurs is far less glamorous. It's a relentless hustle, filled with long hours, calculated risks, and the ever-present threat of failure. Yet, amidst the countless mules slogging through the trenches, a select few manage to defy the odds. These are the unicorns, the startups that achieve explosive growth.



In this segment, we'll delve into the world of these exceptional entrepreneurs. We'll meet the minds behind these groundbreaking businesses, explore the stories that fueled their passion, and uncover the secrets to their success. But our focus won't be solely on the unicorns. We'll also celebrate the mules, the hardworking individuals who are grafting away to build something meaningful, even if it doesn't reach mythical proportions. Because let's face it, every unicorn started as a mule, and every successful entrepreneur has a story worth hearing. So, whether you're an aspiring founder or simply curious about the wild world of startups, join us as we explore the journeys of those who dare to dream big.





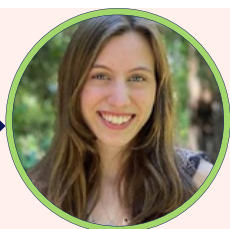
1



Riya Singh Project Nirmaan

Riya Singh founded Project Nirmaan at the age of 13. This social enterprise empowers underprivileged women in India by providing them with skills training and employment opportunities in tailoring and sustainable garment production.

Alexandria Villasenor Earth Uprising



2

Inspired by Greta Thunberg's climate activism, Alexandria Villasenor founded Earth Uprising, a global movement led by young people demanding climate action from world leaders. It plays a key role in mobilizing youth around the world to take action on climate change through their leadership, law and media councils.

3



Sandra Uwiringiyimana Uwimana Entreprises

Uwimana Entreprises is a social enterprise that produces and distributes reusable sanitary pads to women and girls in refugee camps across Rwanda. It addresses a critical need for menstrual hygiene products in humanitarian settings and empowers women to manage their periods with dignity.

4

**Ethan Kim
EdTech Empowerment**

EdTech Empowerment is a startup providing educational tools and resources to empower students and educators in underserved communities.



**Marcus Wong
FinTech Ventures**

5

FinTech Ventures is a financial technology company offering innovative solutions for personal finance management and investment strategies.

6

**Isabella Martinez
Artisan Delights**

It is a gourmet food subscription service that celebrates local producers and delivers unique culinary experiences to subscribers' doorsteps.



**David Park
EcoEats**

7

EcoEats is a sustainable food delivery platform connecting eco-conscious consumers with local restaurants committed to reducing food waste.

8

**Lila Rodriguez
Fashion Forward**

Fashion Forward is an online marketplace empowering independent fashion designers to showcase and sell their creations to a global audience.



**Jordan Patel
HealthTech Innovations**

9

JHealthTech Innovations is a company revolutionizing healthcare delivery through telemedicine solutions and personalized wellness platforms.

10

Olivia Chen
GreenThumb Gardens

GreenThumb Gardens is a company specializing in sustainable urban gardening solutions, from vertical farms to community garden initiatives.



Nathan Reynolds
TravelTech Explorers

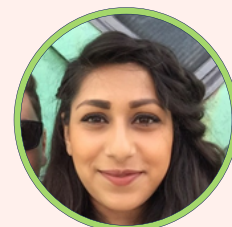
11

TravelTech Explorers is a travel technology company leveraging AI and data analytics to personalize and enhance the travel experience for users worldwide.

12

Sophie Patel
GirlsRise

GirlsRise is a nonprofit organization that offers leadership development programs and educational workshops to empower young girls from underserved communities to pursue their dreams and effect positive change in society.



Mia Gracia
Equality Now

13

Equality Now is a social enterprise working to eradicate gender-based violence and discrimination through advocacy, education, and community outreach programs.

14

Ava Smith
SheWorks

It is a platform connecting women-owned businesses with skilled female freelancers and professionals, promoting economic empowerment and fostering a supportive network for women in the workforce.



Noah Munro Bambu

15

Based in the USA, it offers a variety of plastic-free alternatives for everyday use, such as reusable straws, utensils, and food containers, reducing reliance on virgin plastics.



By Divyansha

Gender-Inclusive Social Entrepreneurship Ecosystems: Promoting Equality



In the ever-evolving landscape of social entrepreneurship, a critical discourse is gaining momentum—one that transcends profit margins and societal challenges to address the profound issue of gender equality. Gender-inclusive social entrepreneurship ecosystems are emerging as transformative platforms that not only recognize the unique challenges faced by women in the entrepreneurial sphere but actively seek to dismantle the barriers that hinder their progress. Women's entrepreneurship and gender equality are interconnected and play a significant role in driving sustainable development by acknowledging issues of inequality and exclusion is essential for encouraging under-represented or disadvantaged groups, including women, to participate in entrepreneurship.

India, with a myriad of social, economic, and environmental challenges, presents a fertile ground for social entrepreneurship. Agnikula has shifted India's space technology landscape by offering affordable satellite launch options for emerging industries, countries and educational institutions.



Several social enterprises in India are making significant impacts: Rang De focuses on microfinancing, Banyan Tree Infomedia enhances education, Samagra addresses sanitation, Husk Power Systems provides rural energy, and Svadha promotes hygiene. Additionally, organizations like Peepul India, Responsible Charity, Vidya & Child, Vaani Deaf Children's Foundation, and Shuhrid Foundation are advancing education and child welfare.

With mentors' guidance, they can navigate challenges, avoid pitfalls, secure funding, build teams, and execute effective marketing strategies.

Make connections

Social entrepreneurs face various challenges like funding and scaling. Mentors, with vast networks, connect them to the right resources, saving time. Like ancient masters, mentors guide entrepreneurs, sharing firsthand experiences to foster successful business development and effective leadership.

Role of mentorship in Entrepreneurship

Mentors accelerate growth, offer insights, and unlock opportunities for entrepreneurs. Their expertise helps avoid pitfalls, make informed decisions, and provide emotional support. They expand networks, offer feedback, and inspire success.

Mentorship vs Self-Reliance

Entrepreneurs benefit from mentorship, but self-reliance is vital for success. While mentors offer valuable insights, entrepreneurs must balance this with their own instincts. Over-reliance on mentors can hinder independence, so entrepreneurs should trust their instincts while seeking guidance.

The Gender Gap in Social Entrepreneurship

Social entrepreneurs tackle pressing social issues like healthcare and poverty, but they too need support. Mentorship is crucial for their success, providing guidance and nurturing as they navigate the challenges of their ventures.

Avoid the common mistakes

For social entrepreneurs, achieving success means balancing societal impact with sustainable business practices.

FAMOUS WOMEN

ENTREPRENEURS



Kiran Mazumdar-Shaw
(1953-present)

Kiran Mazumdar-Shaw, an Indian entrepreneur, established Biocon Limited, a prominent biotech firm. Under her guidance, Biocon emerged as a trailblazer in biopharmaceuticals, earning worldwide acclaim for its groundbreaking advancements in healthcare.

- 1978: Founded Biocon Limited, a biotechnology company, with just \$500.
- 2004: Biocon became the first Indian company to receive approval for a biosimilar drug in the U.S.
- 2020: Continues to lead Biocon as one of the leading biopharmaceutical companies in Asia.

Indra Nooyi, an Indian-American business leader, served as the CEO of PepsiCo. She prioritized sustainability and diversity, elevating PepsiCo's status as a top player in the global snacks and beverages market.

- 1980s: Joined PepsiCo and rose through the ranks to become the CEO in 2006.
- 2018: Stepped down as CEO after successfully leading PepsiCo for 12 years.
- 2020: Continues to be a prominent figure in business and leadership, advocating for diversity and sustainability

Indra Nooyi
(1955-present)



Vandana Luthra is an Indian entrepreneur who founded VLCC Health Care Ltd., a renowned wellness and beauty conglomerate. Her leadership propelled VLCC to international success, offering holistic wellness solutions and beauty services across multiple countries.

- 1989: Founded VLCC Health Care Ltd., a wellness and beauty conglomerate.
- 2001: Expanded VLCC internationally, with operations in over 11 countries.
- 2020: Continues to lead VLCC as a global leader in the wellness and beauty industry.

**Vandana Luthra
(1960- Present)**



**Falguni Nayar
(1963-present)**

Falguni Nayar is an Indian entrepreneur who founded Nykaa, a leading e-commerce platform for beauty and wellness products. Her vision and innovation transformed Nykaa into a billion-dollar company, revolutionizing the beauty industry in India and beyond.

- 2012: Founded Nykaa, an e-commerce platform for beauty and wellness products.
- 2015: Nykaa launched its first physical store, expanding its presence in the Indian market.
- 2020: Nykaa becomes one of India's leading beauty and wellness destinations, valued at over \$1 billion.



Shradha Sharma
(1980-present)

Shradha Sharma is the founder of YourStory, a prominent media platform highlighting stories of entrepreneurs and startups in India and beyond. Her dedication to showcasing inspiring narratives has made YourStory a vital resource for the entrepreneurial community worldwide.

- 2008: Founded YourStory, a media platform for entrepreneurs and startups in India.
- 2012: YourStory expanded its coverage beyond India, becoming a global platform.
- 2020: YourStory remains a leading source of inspiration and information for entrepreneurs worldwide.

Kavita Gupta is an Indian entrepreneur who founded ConsenSys Ventures, the venture capital arm of ConsenSys, focusing on blockchain technology. She has catalyzed investment and innovation in the blockchain space, nurturing startups and fostering entrepreneurship.

- 2015: Founded ConsenSys Ventures, the venture capital arm of ConsenSys.
- 2018: Launched the ConsenSys Ventures \$50 million blockchain fund.

Kavita Gupta
(1977-present)



Upasana Taku is an Indian entrepreneur who co-founded MobiKwik, a leading mobile wallet and payment platform in India. Her leadership propelled MobiKwik to prominence, pioneering digital payments and financial inclusion in the Indian market.

- 2011: Co-founded MobiKwik, a leading mobile wallet and payment platform in India.
- 2016: MobiKwik became the first mobile wallet in India to receive a license from the Reserve Bank of India for a prepaid payment instrument.

Upasana Taku
(1981-present)



Aditi Gupta

Aditi Gupta is an Indian entrepreneur and social innovator known for her pioneering work in menstrual health education. Aditi Gupta's journey exemplifies her dedication to breaking taboos and empowering women through education and awareness about menstruation and menstrual hygiene.

- 2009: Aditi and her husband conceptualize Menstrupedia at the National Institute of Design in Ahmedabad, India.
- 2012: Official launch of Menstrupedia with the release of "Menstrupedia Comic."
- 2014: Menstrupedia launches its online platform, expanding access to menstrual health information.

in Nurturing Social Entrepreneurial Ventures



Mentorship links experienced entrepreneurs with startups, providing guidance and support for success. It fosters learning, trust, and growth, offering market insights, risk mitigation, and valuable connections. Formal programs accelerate learning, crucial for social entrepreneurs driving impactful change.

Avoiding Common Mistakes:

Successful social entrepreneurs rely on mentors to navigate challenges like funding, team building, and marketing, benefiting from experienced guidance to avoid common pitfalls.

Building Connections:

In business, connections matter. Mentors offer valuable networks, saving social entrepreneurs time and effort in finding needed expertise.

Continuous Learning and Mentorship:

CEOs and founders value continuous learning. Mentors aid social entrepreneurs, fostering both business and personal growth, enhancing leadership effectiveness.

The Impact of Mentorship in Entrepreneurship:

Mentors serve as beacons in entrepreneurs' journeys, providing insights, knowledge, and support to accelerate growth and open doors to new opportunities.

Mentorship vs Self-Reliance:

While mentorship offers guidance, entrepreneurs must balance it with their instincts and knowledge, taking ownership of decisions crucial for their business's success.

Acceleration through Mentorship:

Mentorship speeds up growth by developing skills, providing networks, preventing mistakes, boosting confidence, resilience, and decision-making.

The Importance Of Mentors For Social Entrepreneurs

Social entrepreneurs tackle pressing social issues like healthcare and poverty, but they also need support themselves. Mentorship is vital for their success due to the challenges they face.

In one village, women transformed local produce into pens, highlighting the intersection of education and entrepreneurship. Such initiatives not only drive socio-economic growth but also bolster women's self-worth. This correlation between education and entrepreneurial success is evident in the achievements of renowned women like Oprah Winfrey and Kiran Mazumdar-Shaw, underscoring the importance of education in fostering women's empowerment.

In conclusion, educating a girl has a ripple effect, unlocking diverse opportunities beyond traditional roles. Women entrepreneurs create supportive networks, symbolizing a positive future. Increased gender equality and entrepreneurship uplift socio-economic standards directly and indirectly. Education empowers women, transforming their experiences into enterprises, fostering societal change.

Naina Singh
BA (Hons.) Economics





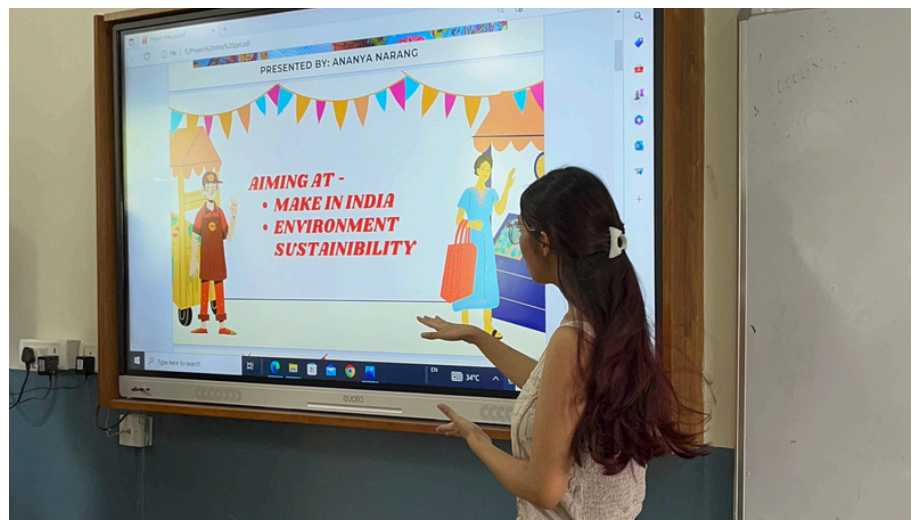
EVENETS



BUSINESS PLAN COMPETITION



A 'Business Plan competition' was organized on August 21, 2023 in collaboration with the Incubation Program.





WITH UDHMODHYA FOUNDATION

A 'Startup with Udhmodya Foundation' was an event organized on August 23, 2023 in collaboration with Incubation Program. The resource person for the event was Dr. Sanjay Kumar and Dr. Tarunika Jain Aggarwal, workers in Udhmodya Foundation. The objective of the event was to provide insights on the world of startups.



CREATIVITY & INNOVATION



A 'Creativity and Innovation' was an event organized on September 20, 2023. The resource person for the event was Ms. Smirti Singhal and Mr. Divanshu Tuli, founder of The Education Tree. The objective of the event was to explore innovation and creativity and enhance creative problem solving skills.



Magazine Launch



A launch event of our annual magazine 'En-Sight' took place on October 12, 2023. The objective was to unveil our magazine and showcase the collective efforts of our society.



CAREER OPPORTUNITIES IN MARKETING

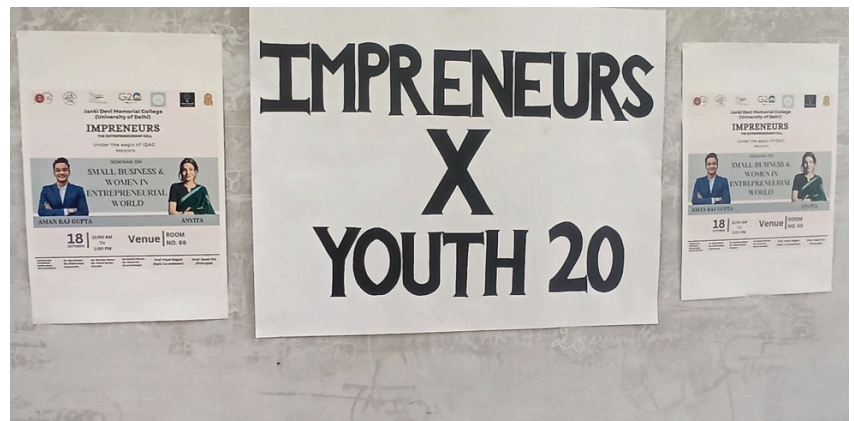


A Seminar on "Career Opportunities in Marketing" event organized on October 12, 2023. The resource person for the event was Mr. Rahul Goyal, working at Escorts Kubta Limited. The objective of the event was to educate the participants about the diverse career opportunities in the marketing area.



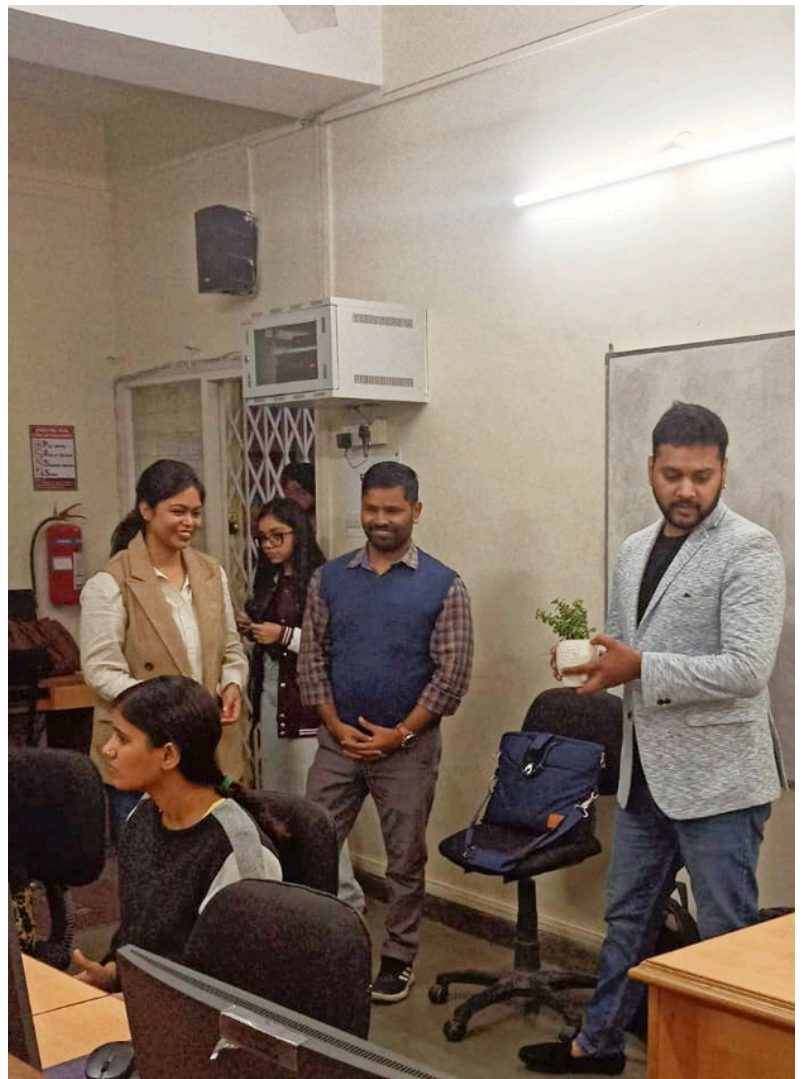
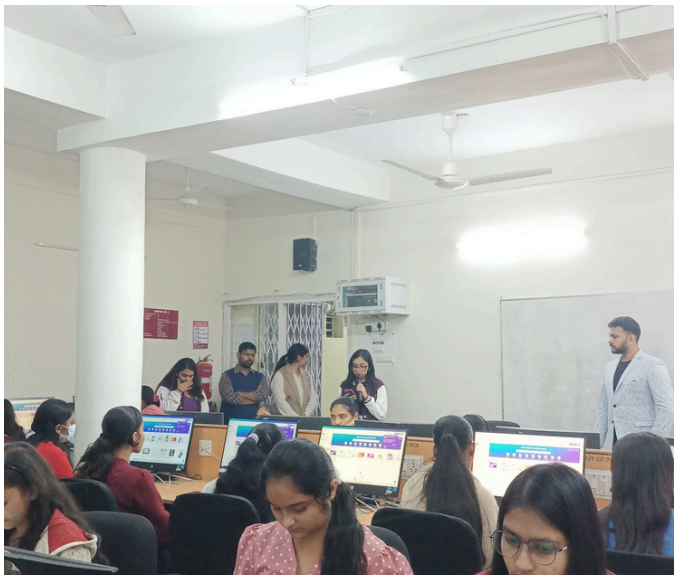
Small Business & Women in Entrepreneurial World

A Seminar on 'Small Business and Women in Entrepreneurial World' event organized on October 18, 2023. Mr. Aman Raj Goyal, Director at Thin Elephant Pvt. Ltd. and Ms. Anvita Plawat, founder of Maitheria and an Author, led the event. The objective of the event was to provide insights about small businesses and women in the entrepreneurial world.



Canva Skill Workshop

A 'Canva Skills' Workshop was organized on November 25, 2023. Mr. Piyush Mathur, a digital marketing consultant, conducted the workshop. The objective of the event was to learn basic graphics of Canva, design elements and how to use them, about branding and video editing capabilities.



REBRANDING

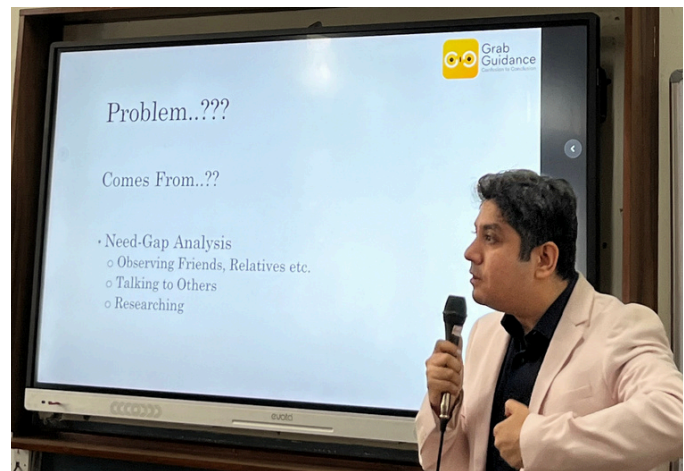
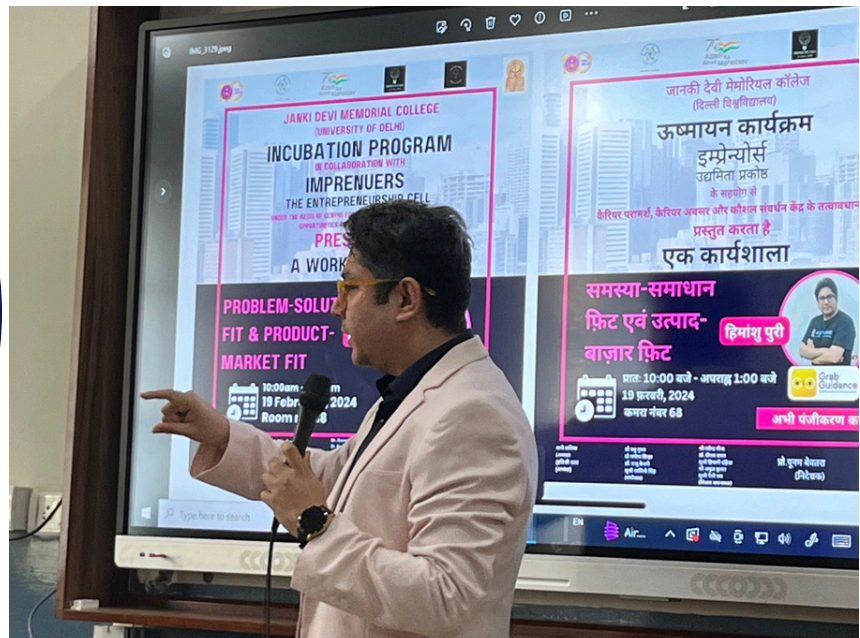
the BRAND



A 'Rebranding the Brand' competition was organized on February 1, 2024 as a part of 2-day annual fest Symphony. Ms. Kriti Singhal, founder of The Education Tree, Ms. Reshu Sharma, marketing & communication specialist, and Mrs. Manisha Sinha, professor in the commerce department served as judges for the event. The objective was to foster creativity within students and generate awareness of the brand.



A 'Problem-solution fit and Product-market fit' seminar was organized on February 19, 2024 in collaboration with the Incubation Program.



Seminar on 'Problem-solution fit and Product-market fit'

EnTalk

An 'En-talk' session organized on March 12, 2024. The Resource person for the event was Ms. Kanika Vats, founder of COSIQ. The objective of this event was to gain insights into her journey to inspire the students.





VIKSIT भारत

A 'Viksit Bharat' workshop was organized on March 15, 2024 in collaboration with the Incubation Program. The Resource person for the event was Ms. Kriti Singhal and Ms. Smriti Singhal, The Education Tree. The objective of this event was to promote skill development and innovation in India.



E-Summit

INAUGURAL CEREMONY

E'summit'24, the flagship event of Impreneurs was hosted on 3rd and 4th April, 2024. The Chief guest for the event was Dr. Abhishek Tandon, Jt. CEO of Udhmodya Foundation.



mit' 24

PANEL DISCUSSION

A 'Panel Discussion' with business founders took place on 3rd April, 2024. The resource persons were Mr. Khalid Wani, Ms. Megha Chhabra, Dr. Ankita Raj, Mr. Ashwini Kumar and Mr. Amit Bagga.



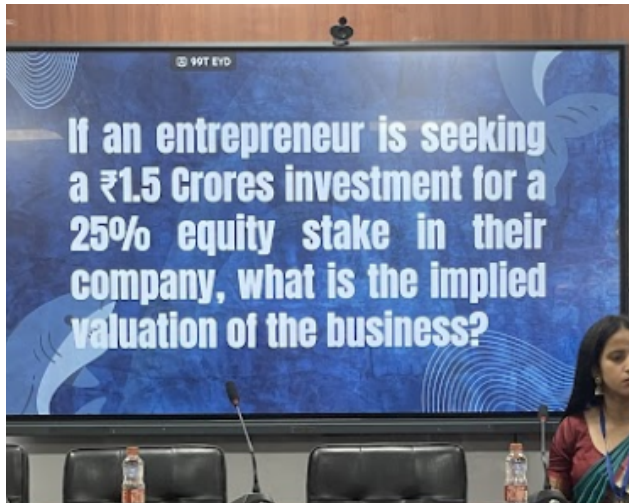
START-UP EXPOSITION

A 'Start-up Exposition' competition took place on 3rd April, 2024. The judges for the event was Mr. Khalid Wani, Mr. Ashwini Kumar, Mr. Amit Bagga, Ms. Megha Chhabra, and Dr. Ankita Raj. The winner of this competition was 'Crochet House', a crochet design business.



SHARK TANK TRIVIA

A 'Shark Tank Trivia' competition took place on 3rd April, 2024. The objective of this competition was to educate individuals about entrepreneurship while focusing on the show, 'Shark Tank India'.



PANEL DISCUSSION

A 'Panel Discussion' with content creators took place on 4th April, 2024. The resource person at the event were Mr. Priyank Tiwari, Mr. Robin Kurian, Ms. Mansi Guher and Ms. Himani.



TREASURE HUNT

A 'Treasure Hunt' competition took place on 4th April, 2024. The objective of this event was to foster team work and test the mind skills of students.



RATTLE RALLY

A 'Rattler Rally' competition took place on 4th April 2024. The objective of this competition was to challenge students and test their knowledge about entrepreneurship while following the rules of classic, Snakes and Ladders, game.



STAND-UP COMEDY

A 'Stand-up Comedy' event took place on 4th April, 2024, where the resource person was Amrita Sethi. The objective of this event was to put a fun end to E'summit.



MAGAZINE TEAM

Magazine team is a filled with people who dedicated their time and efforts in the crafting of magazine. From the heads of our core team to the coordinator and every member of society is in the magazine team.



IMPRENEURS TEAM



“

En-sight, this year,
navigates the elegance
of Social
Entrepreneurship and
Women's
Entrepreneurship.
Embark on a journey of
Grace, Growth and
Global Impact

”

06 May 2024 | Issue 3



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