

## **IMPRENEURS, THE ENTREPRENEURSHIP CELL**

### **JDMC**

**IMPRENEURS, the Entrepreneurship Cell of Janki Devi Memorial College** is a society working hard towards igniting the passion for entrepreneurship among students. Since 2017, society has grown into a group of individuals who believe that lives can be transformed through better ideas. Society also believes that a curriculum beyond education teaches experience, gives practical knowledge, and helps to create better individuals.

**Convener** -Dr. Madhu Gupta and Dr. Manisha Sinha

**Members**- Mrs. Richa Sharma, Mrs. Asma Anjum, Ms. Shivani Thakur, Dr. Rashmi, Mr. Ravindar Meena

**President**- Ritika Agarwal [ B.Com. {H} 3rd year]

**Vice President**- Khushi Jaluka [ B.Com. {P} 2nd year]

**Project Head**- Nitika Sharma [ B.Com. {H} 3rd year]

**Finance Head**- Prachi Gupta [ B.Com. {H} 3rd year]

**Media and Marketing Head**- Manisha Chaudhary [ B.Com. {H} 3rd year] and Priyal Ahuja [ B.Com. {H} 3rd year]

**Content Head-** Saloni Rai [ B.Com. {H} 3rd year] and Drishti [B.Com {H}3rd year]

**Research Head-** Mansha Baluja [ B.Com. {H} 3rd year]

**Event Head(s)-** Nitya Mahajan [ B.Com. {H} 3rd year] and Ritika Singla [ B.Com. {H} 3rd year]

## **E- Summit'22**

### **ARTISTIC NIGHT**



### **Poster of Artistic Night**

Impreneurs-The Entrepreneurship Cell of Janki Devi Memorial College organized an Artistic Night as a part of E-Summit 2022. The concert was held on 22nd April 2022 at 4:00 p.m. in the college auditorium and over 2000 students attended the concert of the singer Vivek Singh and the Apricot Band. The host for the evening was the great Anchor GD Sayal.

The concert started with a crisp introduction to GD Sayal, who considers anchoring his passion. Gagandeep Sayal has been the host of MTV Roadies and has shared the stage with various stars like Ayushmann Khurrana, Armaan Malik, Guru Randhawa, Jassie Gill, and many more. Following this, he embarked on the stage and made hilarious jokes which sent the audience flaring into laughter.



**Picture of GD Sayal hosting the event**

After this, we had a blockbuster performance by Team Apricot- a group of 3 people from Bhopal. They left the entire audience mesmerized with their songs that were performed in perfect harmony.



**A glimpse of Team Apricot**

Moving ahead, we had a performance by Vivek Singh who sang various songs and even vocalized an original song, “Kho Na Jaana”. The audience relished every second of his performance and it was very much evident from their energetic and overwhelmed faces filled with joy.



**Picture of Main Artist, Vivek Singh**

To sum up the show, they both came on the stage and made a performance which was thoroughly enjoyed by the enthusiastic audience.

## **E-SUMMIT'22**

### **TREASURE HUNT 2.0**



**Poster of Treasure hunt**

**Treasure Hunt 2.0** was held on **22nd April 2022**, under the **E-SUMMIT'22** organized by Impreneurs, The Entrepreneurship Cell of Janki Devi Memorial College. The event had online registrations of **102 teams**, out of which **58 teams** showed up.



The hunt started at **11 o'clock** in the campus auditorium by giving all the participating teams a crossword puzzle on the theme of **Disney Pixar movies** and **Gen Z slang**. After the crossword, **20 teams** were shortlisted for playing the hunt, and the rest were eliminated on the spot.



**A glimpse of Round 1, a crossword puzzle**

Stalls were set up all over the college campus and the teams were given clues to reach these stalls. After reaching the correct destination the participants were given entertaining tasks to perform to earn points. In total 10 different stalls were set up (in the canteen, open gym, medical room, room 11, room 17A, green room, union room, computer lab, Banyan tree, and seminar room) with 10 different tasks. The last destination was the seminar room and the team to reach this destination first with the highest scores was declared the winner.



**A task being performed in the stall of canteen**

The winners of the event were Team Advaita followed by Team Asus as the 1st runner up and Team Dominators as the 2nd runner up.



**Winners of Hunt-It-Out out 2.0**

All the participants as well as all the E-Cell volunteers immensely enjoyed the event. Treasure Hunt 2.0 was a huge success.

## **E-SUMMIT'22**

### **PANEL SESSION - CELEBRATING ENTREPRENEURSHIP IN THE GEN-Z WAY**



**Poster of the panel session**



**Poster of the session with Bhumika Bahl**

**Impreneurs**-The Entrepreneurship Cell of Janki Devi Memorial College organized a panel session as a part of E-Summit '22. The session was held on **21st April 2022 at 3:00 p.m.** in the college auditorium with **4 panelists** from different backgrounds. A total of **200 participants** attended the panel session.

The session began with a felicitation ceremony for the panelists. Ms. Shivani presented the planters to the panelists after which Principal, Prof. Swati Pal encouraged and motivated the students. Following this, Dr. Manisha addressed the audience and made them aware of Impreneurs initiatives like Project Anupam and the magazine En-Sight. She also introduced the team of panelists and our host for the event. The team of panelists included Pragya Saini, a food and lifestyle blogger, and Aditya Arora, a young successful entrepreneur known as "The Faad Guy." The other two panelists consisted of Shivangi Narula, a digital creator and IELTS trainer, Dimple Arora, a food blogger and we also had amongst us Maansi Nagpal, a chemistry teacher by profession and an anchor by passion as our host for the event.



**A glimpse of panelists**

Maansi took the lead and started the session with some wonderful questions from the panelists. She asked Aditya about the concept behind the faad guy's name, Shivangi made us aware of her journey, and Pragya and Dimple told about their journey in food blogging. Then the audience asked interesting questions to the panelists about their journey. It was an enlightening session filled with enthusiasm. Everyone relished every moment of it.



**Mansi, the emcee took the lead and asked questions from panelists**

After the successful accomplishment of the panel session, we had a workshop as well with one of India's best makeup artists Bhumika Bahl, a self-learned makeup artist. Ms. Shivani welcomed her with her warm words, following which she took a session on "Celebrating Entrepreneurship in the Gen Z way". She explained to us about her journey and gave us some wonderful life lessons to follow our passion and also told us that if you wish to be an entrepreneur you should be certain about it. An important lesson from her side was that one's

personality is something that makes an impact on others so one should focus on it and the session was summed up by taking queries from the audience.



**A glimpse of the workshop with Bhumika Bahl**

The whole session was very enthralling and insightful.

## **E-SUMMIT'22**

### **BUSINESS ARCADE**



**Poster of Business Arcade**

Impreneurs- The Entrepreneurship Cell of Janki Devi Memorial College organized **Business Arcade** under its flagship fest, **E-Summit'22**.



More than 20 teams showed up for the Business Arcade competition. The competition was filled with thrilling questions that tested the participants' wit and acumen through a series of exhilarating tasks and questions. It consisted of three rounds, namely: Family Feud, Deal No Deal, and the Snakes and Ladders.

### Round 1

The first round tested the general knowledge of the participants through rapid-fire series. It was organized in the seminar room of the college. All the participants were enthusiastic and 10 teams excelled in the quiz round. The **Team Cryptofries** received **Rs 10,000** extra points for the bidding round for answering all the six questions correctly.



**Round 1 taking place in the Seminar room**

### Round 2

After the successful closing of round 1, round 2 started with huge excitement and thrill. It was a bidding round where teams had to bid on certain powers for themselves to be used in round 3. They could also bid on certain disadvantages for their opponents. The round ended with four teams grabbing powers which proceeded forward for round 3 with huge enthusiasm.



**Round 2 pic of bidding round**

### **Round 3**

The much-awaited final round began with four teams who were successful in bidding for two or more powers. This round consisted of a Snakes and Ladders game with a mix of interesting tasks and challenges at each point. It was held in the college ground to have enough space for playing the game. The tasks were both fun and challenging, with some barriers and powers. The participants displayed their sportsmanship by performing the tasks with coordination.



**Round 3 pic with the winners**

The winner of the Business Arcade was The Team Jaguar followed by Cryptofries as the runner-up.

## MAGAZINE LAUNCH

### EN SIGHT



Poster of Magazine Launch

Impreneurs-The Entrepreneurship Cell of Janki Devi Memorial College launched their exclusive **E-Cell Magazine i.e EN-SIGHT**, which stands for **Entrepreneurship Insights**. This launch was held under the guidance of Ms. Richa Sharma, the faculty member, who worked relentlessly to convert this idea into reality. The launch was held on **25th March 2022, at 1:30 p.m.** in the library with **50+** students. The hosts for the event, Khushi Mathur and Khushi Pandey, cordially welcomed the Principal Ma'am, convenors, the faculty members, and the student members of the E-cell on the launch day of the magazine, and then Principal Ma'am was invited to unwrap the first-ever and the most awaited magazine of E-Cell for its official launch.



### **Principal Ma'am unwrapped the magazine**

The event was followed by a presentation of the soft copy of the magazine and the astonishing theme for the magazine was 'Evolution of an Entrepreneur's Life'. By looking at the cover of this magazine, one can surely say that it has the power to ignite the entrepreneurial spirit in every budding entrepreneur.



### **Principal Ma'am launching the magazine**

The magazine consisted of very inspiring articles which unfolded the journey of various successful entrepreneurs like Falguni Nayar, accompanied by various informative articles and thoughts that unlocked the marketing strategies which gained the limelight. En-Sight also contains one special element of inclusion of a podcast that deals with trendy ways of growing and learning about entrepreneurship, the inclusion of QR code in the podcast worked as the cherry on the cake as it consisted of inspirational songs which will help in motivating every budding and a young entrepreneur. The magazine fulfilled everyone's expectations by involving the article "How to register your startup?", which impressed everyone. In a nutshell, this magazine is genuinely an encyclopedia of entrepreneurship.

The host also gave some highlights about Project Anupam and its training sessions which were held online recently. Project Anupam is going to be launched soon in offline mode.



### A glimpse of the Event

The speaker then warmly invited the Principal, Prof. Swati Pal, to provide all the members with her valuable feedback and say a few words of encouragement. She gave a very positive response about the magazine and appreciated the whole E-Cell for the efforts they had put in. She also suggested to the team organize weekly sessions to educate the youth about entrepreneurial skills.

At the end of the session, the convenors of E-Cell praised the efforts of every member of the magazine team. The event went smoothly and ended on a positive note.

## **SEMINAR ON ENTREPRENEURSHIP AWARENESS PROGRAMME**



**Poster Of Seminar on Entrepreneurship Awareness Programme**



IMPRENEURS, The Entrepreneurship Cell of Janki Devi Memorial College organized its first offline seminar under the guidance of convenors of Impreneurs- Dr. Manisha Sinha and Dr. Madhu Gupta, in association with MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES on 11th March 2022.

The session commenced in the college Seminar Room, at 11 a.m with over 100 participants, team heads, and teachers. The host of the session was Khushi Jaluka, the Vice president of Impreneurs. The session started with warm greetings by the host accompanied by a brief introduction of the topic. Each guest was felicitated with samplings. The host then invited Dr. Manisha Sinha, the convenor of E-cell to say some gracious words to the audience.



**Speakers of the session with convenors of Impreneurs.**

Dr. Manisha then introduced every speaker one by one and invited Dr. R.K. Bharti to start the seminar.

Dr. Bharti commenced his speech by emphasizing the definition of entrepreneurship and by stating a few examples of successful entrepreneurs in India. He stated the 4 D's of life: Desire, Direction, Discipline, Dedication. To make students understand the first point - Desire, easily, he stated the example of Dhirubhai Ambani founder of Reliance groups. Dhirubhai Ambani quit his work in the Gulf and returned to India to start his own business. He was met with numerous rejections, but his desire to start his firm kept him going.

The speaker used the example of **Nirma** to demonstrate the second point, which is Direction.



**Dr. R.K. Bharti addressed students with his profound words.**

In 1967 the founder of **Nirma Washing powder** Karsanbhai Khodidas Patel approached the Entrepreneurship Office of Ahmedabad and was given a project guide titled "**How to Create Washing Powder and Everything Related to It.**" He truly won people's hearts, and he hasn't looked back since. The Entrepreneurship Office offered him the guidance that is required for anyone to attain their life goals.

The host then handed over the mic to Shri Neeraj Sharma, who started the discussion on the significance of celebrating women's day. He then moved further and told the students about the MSME sector of India, he also told the students about one of the biggest schemes of the government of India i.e. **STARTUP INDIA** and **Standup INDIA**. Startup India is the idea of **DRIT** and the Department of Science & Technology that helps the new entrepreneurs by laying focus on three stages i.e. **IDEATION STAGE**, **PROTOTYPE**, **COMMERCIALISATION**. Standup India focuses on people who belong to unprivileged sections of the society i.e **ST** and **SC** people and women.

It provides loans to start the business by banks. 75% of funds are provided by the government and the person has to bring 25% contribution on their own. Then he introduced

various other schemes like **PMEGP** and websites like [kvic online. in](http://kvic.online.in) and [my.msme.gov.in](http://my.msme.gov.in). He laid focus on marketing by explaining about one government site [gem gov. in](http://gem.gov.in). He also concentrated on financial schemes. He explained about incubation which is the MSME innovative like they had approved host institutes in Delhi.

The host then invited Shri Abhishek Sharma, he ascended the stage and began his address by motivating the students while stating that we are today surrounded by women who are an inspiration. The speaker then went into detail regarding the **National Small Industries Corporation (NSIC.co.in)**. In India, NSIC operates through a nationwide network of offices and Technical Centers.

He concluded by noting that **to improve and accomplish, you must build your curiosity and interest.**



**Mrs. Ranjana and Mrs. Vandana addressing the audience.**

Then moving further, the last speakers of the session were Mrs. Ranjana and Mrs. Vandana, each of them started by providing a brief introduction about their journey. They first started their business in 2012 by buying a machine. They started their own company Aadhya Enterprise, and for the first order, they approached Van Heusen, who embarked on their

journey. At last, they ended their presentation and asked the students to raise their queries, and opened the platform.

Overall, the session was informative and well organized. All the students gave very good feedback.

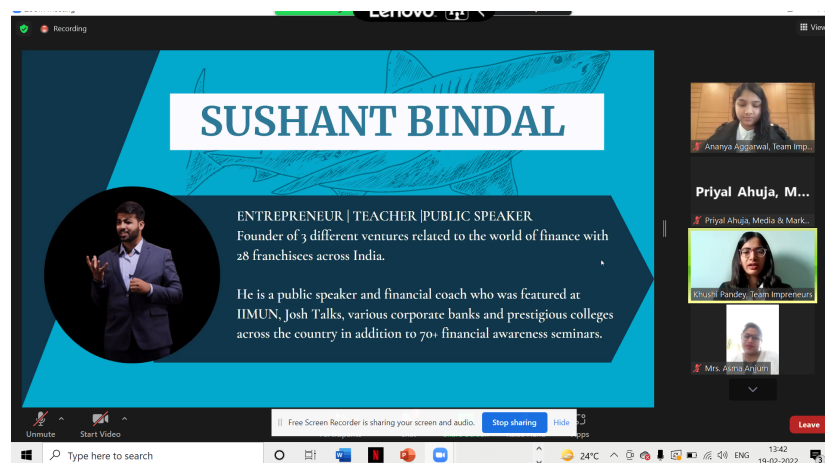
### **STARTUP COMBAT 3.0**



**Poster of Startup Combat 3.0**

**IMPRENEURS**, The Entrepreneurship Cell of Janki Devi Memorial College successfully organized a two-day classic business plan competition “**STARTUP COMBAT 3.0**” under **Symphony 2022**, Azadi ka Amrit Mahotsav constituting 2 rounds. **Round 1** was conducted through google classroom on **15th February 2022** in which the participants were required to submit an introductory video about the product and their business idea. Out of 40 teams, 6 teams were able to qualify for the second round, who got the chance to present their new and exclusive business ideas in front of the sharks. **Round 2** took place on **19th February 2022** via the **Zoom Meeting** platform where all 6 teams participated with immense enthusiasm.

The event team members, Khushi Pandey and Ananya Aggarwal commenced the session by welcoming Mrs. Asma Anjum, the faculty member of the society, who further embraced the audience and participants with her inspiring words. The session proceeded with the brief introduction of the judges, Mr. Sushant Bindal and Dr. Neeru Vashishth. The participants were familiarized with the rules of the competition and judging criteria.



### Host welcoming the sharks (judges) for the event

The session started with the presentation of **Team Bliscare**, which designed and developed a device to help the visually impaired people, through which they can learn braille literacy easily at a minimal cost.



### The business idea is presented by Team Bliscare

The second team was **Team Triopreneurs**, who presented their product Nature's embrace in front of the sharks. As the name suggests, they had a similar motive, to



embrace nature by making the world plastic-free! The next team was **Team Acers**, who presented **Bamblery - The King Of Bamboo Products**, whose aim was to make cutlery items using bamboo.

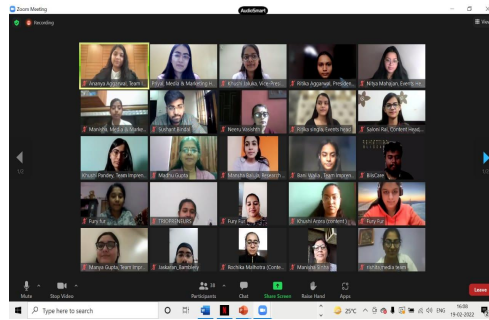


**Shark Sushant querying the business ideas**

The fourth team was **You-the noise within**, an app that deals with mental health issues, and is meant to be open to all age groups. The fifth and second last team was **Fun with Furs**; who had given their product name **Fury Fur**. They categorized animal care products such as food, hygiene, toys, etc.

The last but not the least team was **Team Movie stocks**. For their project, they decided to tie up with the producers of the movies and also let the general public invest in the movies, starring their favorite actors, which will help the movie to grow more. Both the judges were impressed by the presented ideas of the top 6 teams. After substantial discussions by the judges, the results were announced by the host.

**The 2nd runner up was Team Nature's Embrace, the 1st runner up was Team Fury Fur and finally, the winner was Team BlisCare.**



### Successful completion of Startup Combat 3.0

The event was very well managed and went smoothly. The day ended with a few encouraging words from the judges and our conveners which motivated the participants for future endeavors.

### SESSION 1 - UNVEILING THE SHARK TANK JOURNEY

Impreneurs- Entrepreneurship Cell of Janki Devi Memorial College organized an illuminating session on the topic "UNVEILING THE SHARK TANK JOURNEY" on 15th February 2022 at 1 pm. The honorable speaker for the session was Mr. Sanskar Mishra and Ms. Chahat Pahuja, Co-Founders and Creative Directors of the iconic custom streetwear brand, Farda. The webinar was conducted on the Zoom meeting platform with more than 120 participants.



Poster of the Session organized by Impreneurs

The session began with the brief introduction of the speaker by Event Head of Impreneurs, Ritika Singla and Palvi Batra. The speaker for the session, Chahat Pahuja then took over the mic and engaged the participants with her entrepreneurial journey as well as her memorable experience on Shark Tank India.

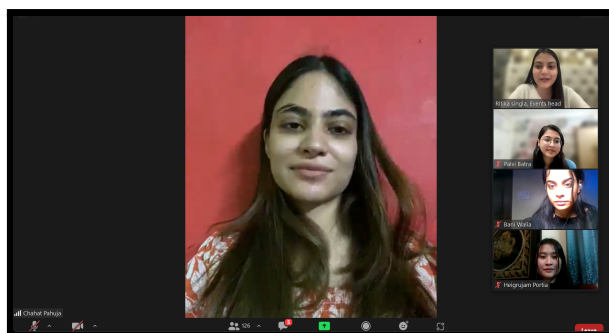


**Convenor Madhu Gupta gave a warm welcome to the Speaker.**



**Palvi introduced Farda Clothing to the participants**

Chahat spoke about her passion for fashion designing and how she wanted to start her venture along with Sanskar right from her college days which truly shows her ambition. She talked about the importance of financial independence and how it is extremely crucial for girls, especially in today's world.



### **Ending the session with last-minute advice for Start-Up Combat Participants**

She was a delight for the audience as she answered all the questions posed to her with utmost patience and honesty and gave some significant tips on how to pitch your product and how to start your own business. Her keywords that will stick with us are persistence and consistency which are extremely important for any business.

The event was fruitful and indeed a great one with Chahat's enchanting words of wisdom and ended on a positive note.

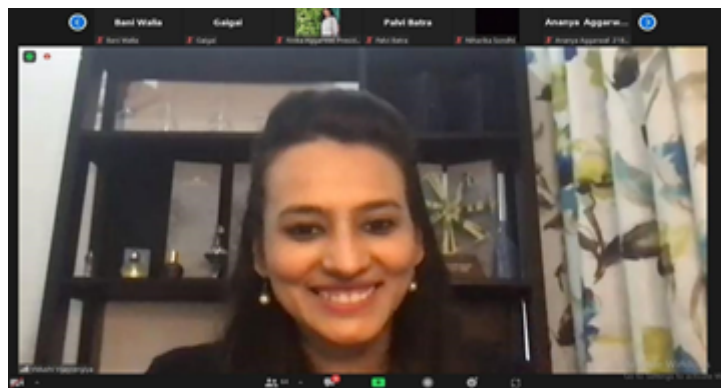
### **SESSION 2 - UNVEILING THE SHARK TANK JOURNEY**

IMPRENEURS- The Entrepreneurship Cell of Janki Devi Memorial College organized an illuminating session on the topic 'Unveiling the Shark Tank Journey' as a part of Symphony'22, Azadi: A Chance To Be Better. The honorable speaker, Ms. Vidushi Vijayvergiya, Co-Founder and Managing Partner of ISAK Fragrances, graced the occasion. The session was conducted on 15th February 2022 (Tuesday), via Zoom Platform at 5:00 pm with more than 100 participants.



**Poster of the session organized by Impreneurs**

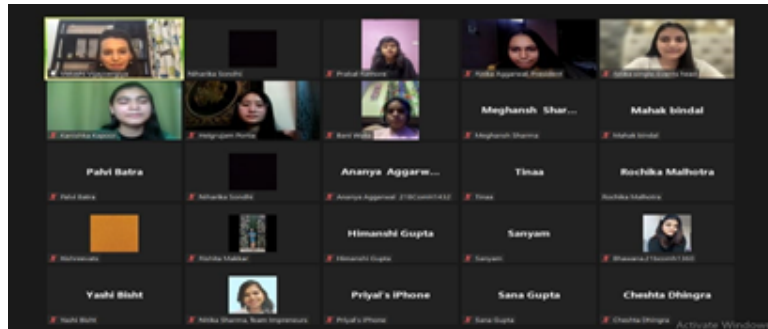
The session began with a brief introduction of the speaker Ms. Vidushi Vijayvergiya, by Ritika Singla, the Events Co-Head. Further, the faculty member, Mrs. Richa Sharma welcomed the speaker with her kind words. The speaker then shared her inspiring Shark Tank journey. She then explained the various processes to assess the valuation of the business and her interaction with sharks.



**A glimpse of the speaker sharing her inspiring journey**

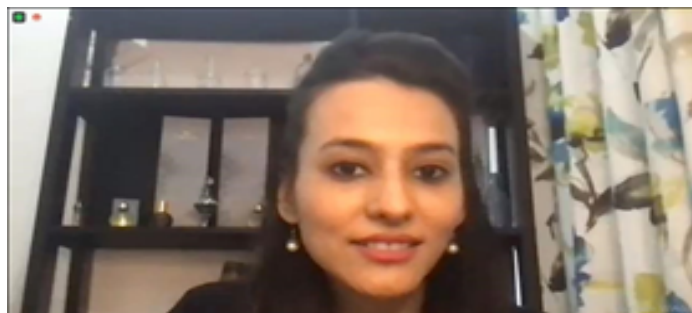
She had been an ardent follower of Shark Tank USA from a very young age. And this is also one of the rationales for her successful venture at ISAK Fragrances. She seemed very enthusiastic while sharing her journey with the budding entrepreneurs. Moreover, she explained the importance of 360° focus on one's business. The speaker emphasized the importance of networking and self-confidence.





### **The speaker addressed the doubts flawlessly**

Throughout the session, the chat box was flooded with questions from enthusiastic students and the speaker addressed all the points gracefully. Further, she explained the misconception "Fragrances aren't feminine or masculine" and their intention behind manufacturing unisex fragrances, and the concept of Lab in a Box by her company. She also added that the shark, Peyush Bansal, who invested in ISAK Fragrances is supportive & his investment proved to be worthwhile. Furthermore, she gave her valuable suggestions for our budding entrepreneurs to ace STARTUP COMBAT 3.0.



### **The speaker guided the budding entrepreneurs**

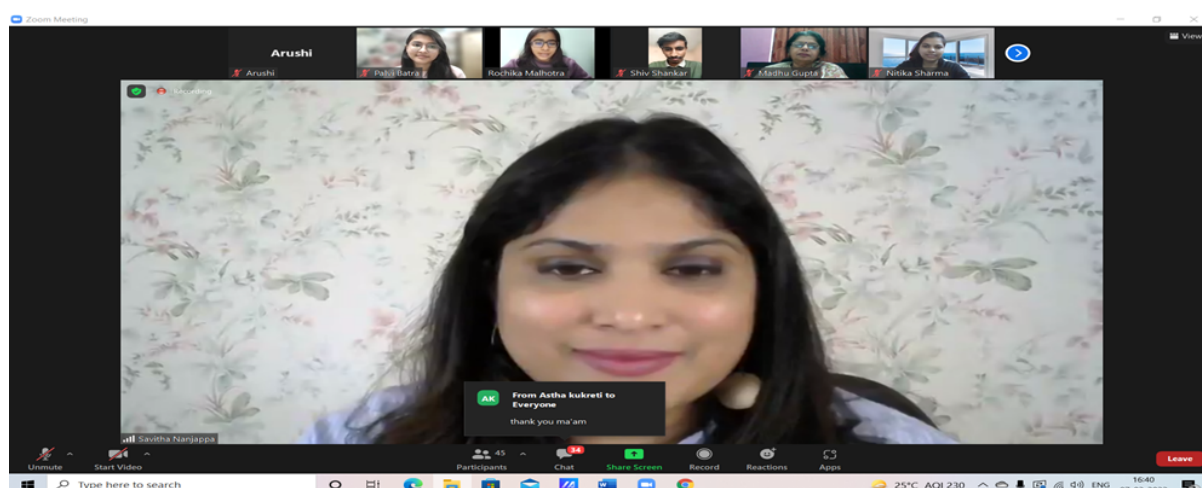
Towards the end of the session, the participants asked her to share her lifelong learnings. In response, she asserted that there are no shortcuts to success. According to her, maintaining balance & keeping patience is extremely crucial for budding entrepreneurs. The session was concluded by wishing Ms. Vidushi the best in her future endeavors and thanking her for making the session informative and enriching.

## WEBINAR ON “HOW TO START BUSINESS WITH LESS RESOURCES”



Poster of the webinar

Under the aegis of **IMPRENEURS - The Entrepreneurship Cell of Janki Devi Memorial College**, **PROJECT ANUPAM** hosted its first webinar on the topic of “**how to start a small business with less resources.**” The webinar was presided over by **Ms. Savitha Nanjappa**, founder and CEO of Easy To Pitch, a business coach and host of the podcast Success with Savitha.



In conversation with Ms. Savitha Nanjappa

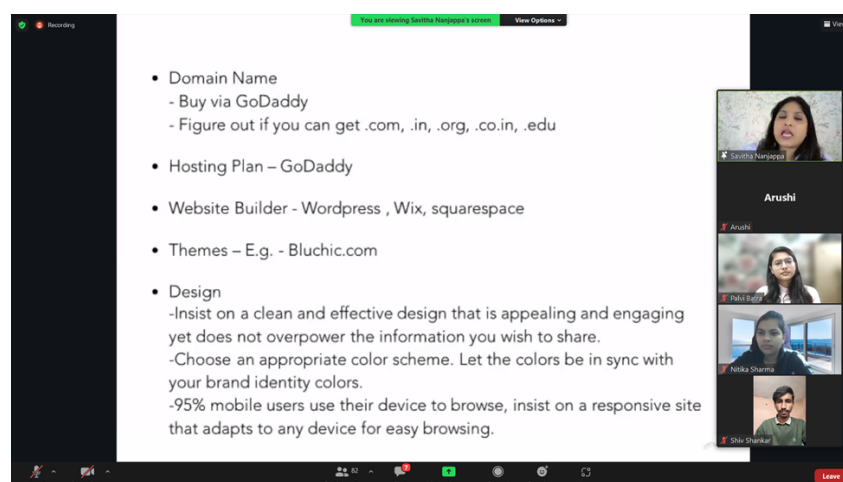
The session witnessed over 80+ participants. Ms. Savitha opened the webinar by emphasizing the importance of having a positive mindset, she took the reference to Elon

Musk's story for this. She gave a PowerPoint presentation to discuss the strategies to start a business with fewer resources and emphasized the importance of having a clear vision before starting a business. She also outlined some essential questions that every entrepreneur should ask themselves before getting started.



**Some important questions and tips were shared by the speaker.**

She then went on to outline various strategies that can be used when beginning a business, as well as all of the nuances associated with those strategies. She discussed the significance of a business plan and how to come up with one, as well as funding, and gave some tips regarding it. She also explained some key points concerning product and service, positioning, target market, market research, product-market fit, digital marketing, and marketing funnel.



### Helpful suggestions by the speaker regarding the creation of a website

The session came to an end with the speaker taking up some of the queries and sharing her thoughts regarding PROJECT ANUPAM. The webinar proved to be useful and educational for students wanting to start their businesses. The suggestions shared by the speaker covered all the intricacies of setting up a business.

### WEBINAR ON CAT & OTHER MBA EXAMS DEMYSTIFIED

**Impreneurs-** Entrepreneurship Cell of **Janki Devi Memorial College** in collaboration with **Career Launcher** organized an illuminating Webinar on the topic "**CAT and other MBA exams Demystified** " on 29th January 2021 at 11 am. The honorable speaker for the session was **Mr. Navneet Anand**, the webinar was conducted on the **Zoom meeting platform** with more than **150 participants**.

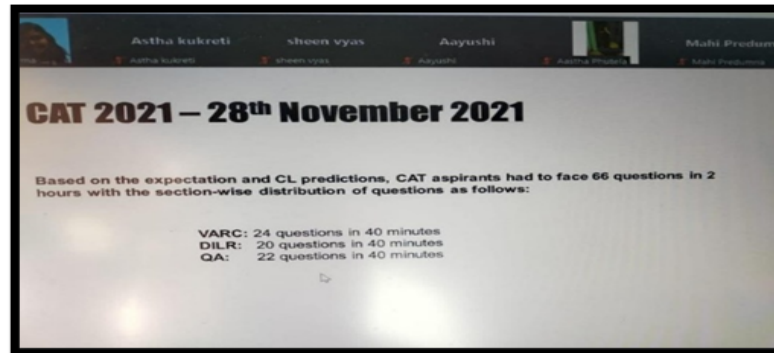
The session began with a brief introduction of the speaker by Vice President of Impreneurs, Khushi; the speaker then took over the mic and commenced the session with warm greetings and explaining about one of India's toughest exams **CAT (Common Aptitude Test)** via presentation, he moved forward by including that "Why MBA is the highest demanded degree in India ". He then explained about all the competitive exams required by different colleges for MBA (Masters in Business Administration) similar to CAT like **SNAP, NMAT, GMAT, XAT, etc.**

Areas tested	CAT	XAT	CET	SNAP	NMAT	IIFT	TISS	MICAT	GMAT
Quantitative Aptitude	✓	✓	✓	✓	✓	✓	✓	✓	✓
Verbal Ability	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logical Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓
Data Interpretation	✓	✓	✓	✓	✓	✓	✓	✓	✓
General Awareness		✓				✓	✓	✓	✓
Writing Ability Test								✓	✓
Decision Making		✓							
Psychometric Test									✓

**A snap of details of all MBA exams and their areas tested.**

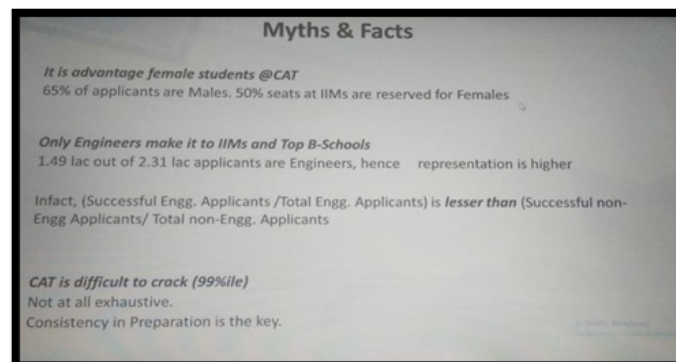
The speaker enlightened about various specializations in MBA and their respective top colleges, he then talked about the CAT percentile accepted by colleges for admission. He

continued by illuminating the weightage of separate sections like verbal and reading comprehension (VARC), Logical Reasoning and Data Interpretation (LRDI), and lastly, Quantitative Ability (QA) comprised in CAT and other exams.



### A snap of previous year's CAT constituted questions

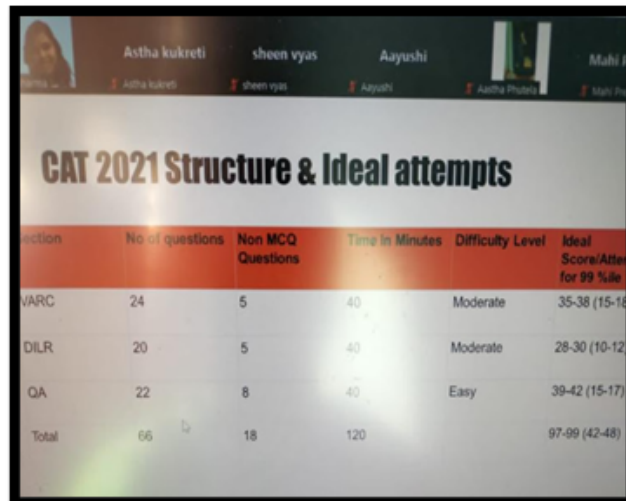
He also included some special slides for clarifying the myths and facts associated with IIMs & MBA and placement graphs from IIMS and NMIMS for the students.



### Myths and facts shown by the speaker

Before ending the session he gave some cool tips to crack the exams and new updates about his coaching center Career Launcher.





Section	No. of questions	Non MCQ Questions	Time in Minutes	Difficulty Level	Ideal Score/Attempts for 89 %ile
VARC	24	5	40	Moderate	35-38 (15-16)
DILR	20	5	40	Moderate	28-30 (10-12)
QA	22	8	40	Easy	39-42 (15-17)
Total	66	18	120		97-99 (42-48)

### An analysis of CAT 2021 and its ideal attempts

At last, he welcomed and cleared the queries of the students. It was a fulfilling and knowledge-enriching webinar!

## INSTAGRAM LIVE

### EN-TALK: GEN Z AND THE ART OF LAUNCHING A STARTUP



**JANKI DEVI MEMORIAL COLLEGE**  
**IMPRENEURS**  
 THE ENTREPRENEURSHIP CELL  
*presents*  
**EN-TALK**  
**GEN Z AND THE ART OF LAUNCHING A STARTUP**

📅 24th January, 2022  
 ⌚ 05:00 pm  
 📍 \_impreneurs\_ecell\_jdmc

**PARITOSH ANAND**  
 ENTREPRENEUR | CONTENT CREATOR |  
 3XTEDX | HOST OF #1 PODCAST

**LIVE ON INSTAGRAM**

Dr. Madhu Gupta  
 Dr. Manisha Sinha  
 Convenors

Ritika Aggarwal  
 President

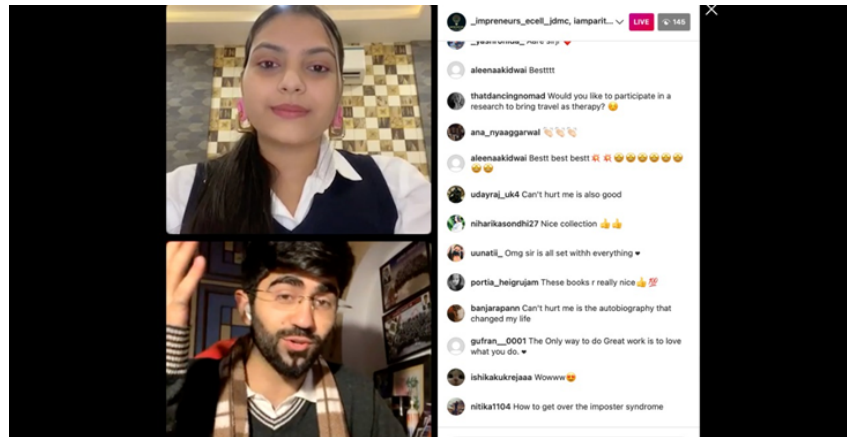
Khushi Jaluka  
 Vice-President

Nitya Mahajan  
 Ritika Singla  
 Events Head

Prof. Swati Pal  
 Principal

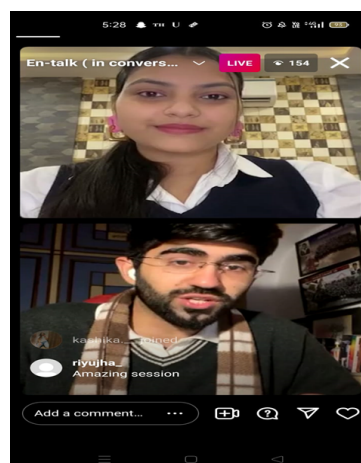
Impreneurs-The Entrepreneurship cell of Janki Devi Memorial College organized their first-ever Instagram live session **En-talk**. The live session was held on 24th January 2022, at

5:00 p.m. on the official Instagram handle of Impreneurs in conversation with **Paritosh Anand**, who is a young entrepreneur, and co-host of India's best podcast: 2 Peas in a Pod, Tedx speaker, filmmaker, storyteller, and Youtuber.



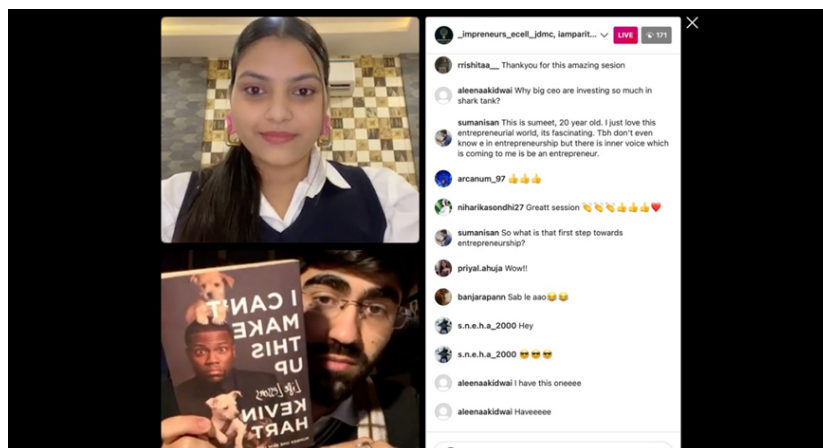
### In conversation with Mr. Paritosh Anand

The live session witnessed over 150 participants passionate to learn about Paritosh's entrepreneurial journey. The session started with the host, Ritika-the event head, introducing the guest speaker to the audience. The eminent speaker Paritosh Anand started by telling why Gen Z's are so attracted to the startup industry. From there he went on to explain the entrepreneurship trend. He extensively explained how the students can start their entrepreneurship journey including where to begin and how to move forward.



**Some valuable insights are being provided by the speaker.**

Furthermore, Paritosh answered questions related to investment, hiring a team, convincing your parents, and self-motivation asked by Ritika on the behalf of the students aspiring to become entrepreneurs. He also suggested a list of books including The Alchemist by Paulo Coelho, The Power of Your Subconscious Mind by Joseph Murphy, and many more, for the audience to read for inspiration.



**Some book recommendations for self-growth were provided by the speaker.**

The participants showed commendable enthusiasm by expressing their queries and opinions in the chatbox. After answering all the questions and clearing all queries, Paritosh ended the session by telling a funny story about his personal close-to-death experience. The event served as a great learning experience. It was a fun session and everyone gained a lot of knowledge.

## **ADATHON Report**

**November 24, 2021 - November 26, 2021**

Impreneurs - The Entrepreneurship Cell of Janki Devi Memorial College organized rounds of competitions from 24<sup>th</sup> to 26<sup>th</sup> November 2021 under the event ADATHON.

ADATHON tested students' knowledge in not only marketing but brand knowledge and advertising. The first day of the competition started with Snap-It-All, the first round of Adathon, a competition on brand knowledge. A brief overview of the competition was also

given by the Impreneurs Team, followed by a Q&A. It was a fun, witty, and thrilling competition that left the participants in sweat. The competition saw more than 90 registrations, with more than 180 participants hunting their way to get to the finale.

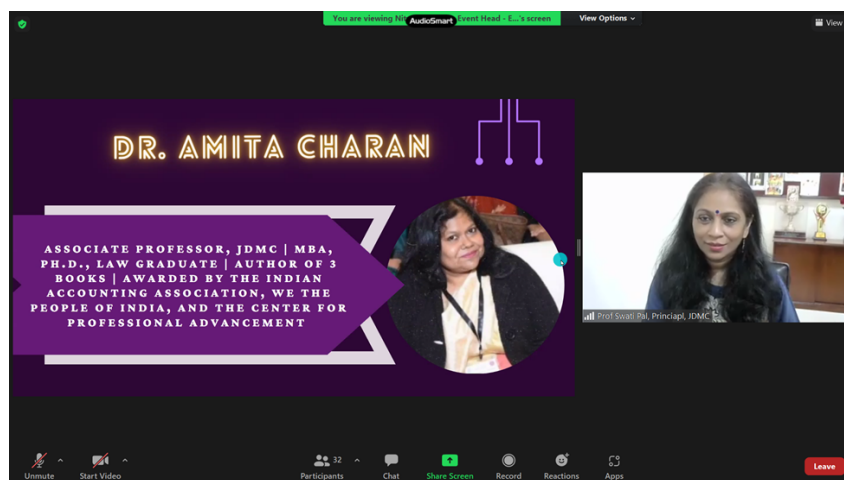
The top twelve teams were announced as qualified which moved on to Round 2, AD-A-LICIOUS, where their marketing skills and innovation would be tested. But that's not it, as everything that is shown is not always the reality. A mysterious secret elimination round followed this round where out of 12 teams, 6 were eliminated and disqualified. That left, Top 6 teams for Round 2.

## **Day 2: AD-A-LICIOUS**

**(26<sup>th</sup> November 2021)**

With an enticing first-round - **Snap It All**, The winning teams of the first round of the event "**ADATHON**" wholeheartedly participated in **Round-2 AD-A-LICIOUS on 26th November 2021** with their presentations of their imaginary product. The event started in the presence of honorable Principal Prof Swati Pal, teacher convener Dr.Madhu Gupta, our respected judges Mr. Devan, and Dr. Amita Charan.

With the introduction done by the host, the marvelous event started. **The principal, Dr. Pal, boosted the confidence of participants with her encouraging words** and talked about the impressive work done by Impreneurs. Furthermore, teacher convener Dr.Madhu Gupta enlightened the participants with her beautiful words, and following that the judges also encouraged participants to deliver their best output.



**Principal Ma'am encouraging the participants**

Following this, the event started with the host asking **Team-1 Boomer gang** to present their presentation in a time frame of 7 minutes. Their product was a **Lighting toothbrush (A toothbrush attached with LED light in it and a camera which can help in showing and detecting cavities)**. Once Team-1 completed their presentation, judges asked them questions related to their product and presentation.

Subsequently, **Team 2: Intellectually buff** presented their presentation on the **Alpha belt (A Belt with health monitoring features with a luxury feeling)**. After the completion of the presentation, a Q&A round followed.

Moving ahead, **Team-3: Mavericks** Presented their presentation on **Lokey (A key with a location detecting feature and alarm)**. The same process was followed here.



Next followed, **Team-4: Sad Gurls Love Money** who presented their presentation on the **Boombox specifier (A Boombox with a candle attached to it on its top which will give the consumer the feeling of Music and candlelight at the same time and with the same instrument)**. Once Team-4 completed their presentation, judges asked them questions related to their product and presentation and how is the product viable.



**Team Cleanse X99 presenting their marketing strategy.**

Thereafter, **Team 5 - the Enthusiasts** presented their presentation on **Cleanse x99 (a purifier attached to the top of a bottle which can filter the water without any other means)**. An enthusiastic Q&A round followed the presentation.

At last, **Team-6: The strategic planners** were asked to present their presentation on **Belle (A revolutionary hair comb with a dryer attached to its teeth that can blow-dry the hair while combing it)** Once Team-6 completed their presentation, a passionate Q&A round followed.

Later, judges evaluated the performance of participants based on their product presentation advertisement, marketing strategy, etc. After much deliberation, judges declared the result with that being,

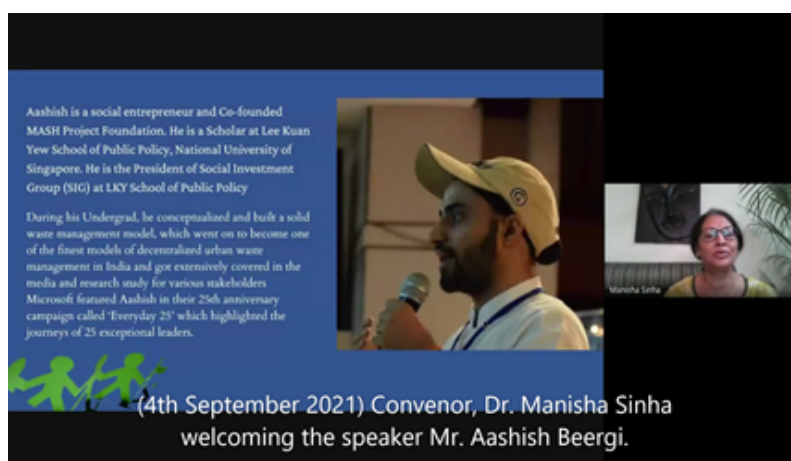
2nd runner-up was **Team-4: Sad Gurls Love Money**

1st runner-up was **Team-2: Intellectually Buff**

And lastly, the winner was announced as **Team-5: The Enthusiast**.

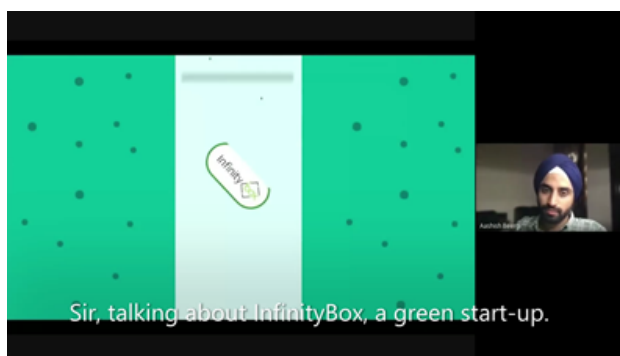
### **Topic: Green Enterprises Revolutionizing Entrepreneurship for a better tomorrow**

On 4th September 2021, Impreneurs, the Entrepreneurship Cell of Janki Devi Memorial College organized an exclusive webinar for the students of an add-on course on **“Green Enterprises: Revolutionizing Entrepreneurship for a better tomorrow.”** The webinar started with a warm welcome of our speaker Mr. Aashish Beergi, Co-founder and CEO of MASH Project Foundation (MASH Project) which is a social enterprise committed to building a global community of social change-makers. He is a social entrepreneur and during his undergrad, he conceptualized and built a solid waste management model that went on to become one of the finest models of decentralized urban waste management in India. The webinar was held on Google meet at 4:00 PM with warm greetings from Impreneurs Convenor - Dr. Manisha Sinha towards our speaker and the session began.



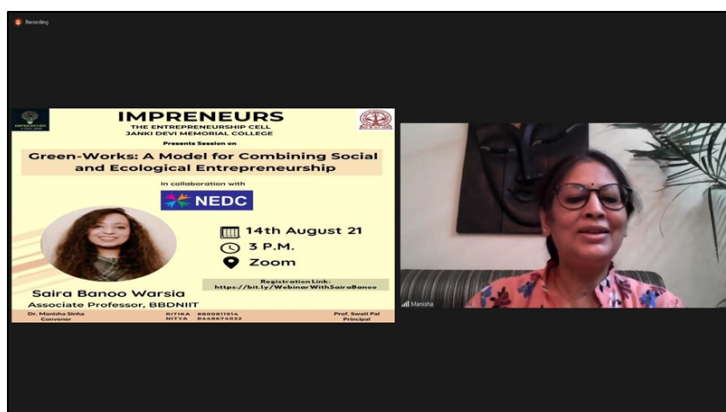
Aashish Sir started the session by introducing himself and talking about his experience. He told the students about his journey in the business world and what he learned from it. He also discussed various business models, especially a Green Business Model. Furthermore, he talked to students about how building a student connection with like-minded people is as important as anything else in the business world. Not only that, but he motivated students on finding the problem in the world, then look for a solution. He also spoke about the role the government plays and the importance of understanding the government like we understand a stakeholder. He gave real-life examples of start-ups like InfinityBox, a start-up to make the world single-use plastic-free. Likewise, he also inspired students to build their business model and learn various skills to make it possible. Sir held an interactive session

where he not only encouraged students on entrepreneurship with practical examples, he also conversed with them about their doubts and questions related to it.



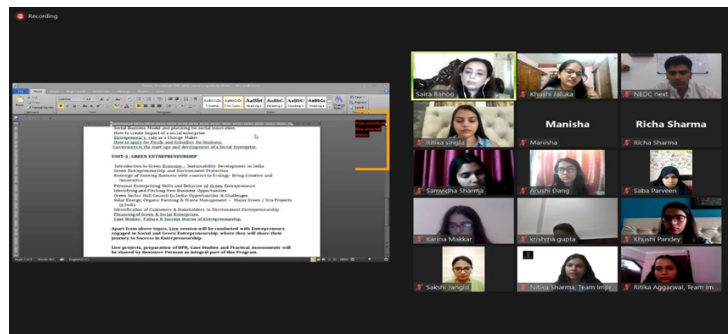
### **WEBINAR ON ENTREPRENEURSHIP WITH SUSTAINABLE DEVELOPMENT**

Impreneurs-The Entrepreneurship Cell of Janki Devi Memorial College organized an intuitive webinar on “Entrepreneurship with Sustainable Development” with the speaker Saira Banoo Warsia who is an associate professor at BBDNIIT. The webinar was held in collaboration with the National Entrepreneurship Development Cell (NEDC) on 14<sup>th</sup> August 2021 at 3:00 p.m. on the zoom platform with over 75 people participants and showing their enthusiasm toward social & green entrepreneurship. The webinar commenced with an introduction to Social & Green Entrepreneurship by the distinguished speaker Saira Banoo Warsia.



**Convener Dr. Manisha Sinha mam welcoming the speaker and the students.**

From there she went on to explain how entrepreneurship can be combined with social values. She comprehensively explained how social and green entrepreneurship aims towards reducing social problems and environmental impacts. She further went on to introduce students to real-life social entrepreneurs in the form of a quiz. The quiz gave participants an insight into the contributions made by these entrepreneurs. Great enthusiasm and keenness could be seen in the responses given by the participants.



**Honorable speaker, Saira Banoo sharing her insights on social and green entrepreneurship.**

After explaining the relevance of entrepreneurship, the speaker invited the NEDC spokesperson and clarified students' doubts, and announced an add-on course on Social and Green Entrepreneurship. The details about the course were exhaustively explained.