

JULY 2019-JUNE 2020

Start-up Cell Press note (17th Sep., 2019)

The Start-up Cell of Mehr Chand Mahajan College for Women organized an interactive session on 'Entrepreneurship' for its student members on 17th September, 2019. The session was conducted by Aakanksha Dhawan, an illustrious alumna and proud owner of Super Donuts, Elante Mall, Chandigarh. During this enlightening session, she apprised the students of her own career shift from being an academican to a successful entrepreneur. She emphasized on the need of good communication skills, understanding the importance of financial independence, desire to bring about a change, and role of good leadership qualities, all of which are pre-requisites to becoming a successful entrepreneur. Her talk also centred round the advantage of business-based academic qualification, knowledge of operating social media handles to boost business, hands-on experience of the business market through internships, business ethics and positive reinforcement. As many as 100 students benefitted from this highly motivating and interactive session. The member students of the Start-up Cell felt enthused to imbibe entrepreneurial skills as and when they venture into the outside business world. The principal of the college, Dr. Nisha Bhargava, appreciated the efforts of the Start-up Cell of introducing the students to the need and benefits of entrepreneurship.

Start-up Cell Report on Diwali Fest(October 2019)

In keeping with the festive spirit, the student members of the Start-up Cell of Mehr Chand Mahajan DAV for Women, Chandigarh put up a variety of stalls during the Diwali Mela celebrated in the college premises on October 2019. The stalls displayed different items including cosmetics, herbal products, clothing and handmade items (like diyas, decorative pieces, cards, envelopes etc.). Another stall was put up by Super Donuts. All the stalls garnered the attention of the visitors and were much appreciated. The sales covered the initial cost and generated good profit for the stall owners, and which in turn, gave a boost to our students for their future entrepreneurial plans.

Comprehensive Report of Workshop from 5 November-14 November 2019

In order to facilitate and mobilize students towards planning their own start-ups and to enhance their entrepreneurial skills, the Start-up Cell of Mehr Chand Mahajan DAV for Women, Chandigarh organized a comprehensive workshop spanning from 5-14 November 2019. Various resource persons shed light on the diverse areas pertaining to entrepreneurship including idea assessment, social demographics, technology, consumer psychology, working capital management, different aspects of marketing, and

economic and political regulation. Iqbal Singh, Managing Director IFM discussed about different aspects and types of entrepreneurship. In another session, he enlightened the students about Ideation process, the importance of team work and checking the viability of their business ideas. In his third session, he engaged the students by discussing with them valuation of ideas, levels of investment and investment venture capital. In continuation with the theme of the workshop, Mr. Kulwinder made the participants cognizant of market segmentation and behavioural segmentation. Various learned resource persons including Mr. Maninder, Mr. Aman Maan and Geeta Gulati Maan talked about the various dimensions, aspects and strategies of entrepreneurship. They enlightened the students about myriad aspects of digital marketing; personality traits and behavioural traits; and different types of intellectual property rights like trademark and copyright. This highly informative as well as interesting workshop elicited favourable response from the participants who felt motivated to put the ideas into practice to enhance their career prospects.