

# Report of Startup Cell

(2020-21)



**Mehr Chand Mahajan  
DAV College for Women  
Sector-36(Chandigarh)**

[www.mcmdavcw-chd.edu](http://www.mcmdavcw-chd.edu)

## **Brainstorming Session of NISP on 14/10/2020**

Under the aegis of MHRD's Innovation Cell, Mehr Chand Mahajan DAV College for Women, Chandigarh organized the first brainstorming session with the selected experts of the committee 'National Innovation and Start-up Policy (NISP)' formed at HEI level. Various experts from different fields including Prof. Suresh K. Chadha, (Professor & Chairman University Business School, Panjab University, Chandigarh), Dr. Amandeep Singh Marwaha (Training-cum-Placement Officer, University Institute of Applied Management Sciences, Panjab University, Chandigarh), Prof. Deepti Gupta (Chairperson Department of English and Cultural Studies, Panjab University), Mr. Vikram Dhawan (123 Startup Ventures Founder), Dr. Swati Dhawan (123 Startup Ventures Co-founder), Dr. Preeti Vohra (Behavioral Counselor and Motivational Speaker Wellbeing Counselling), and Amanjot Kaur (Director Innovative Financial Management) gave their valuable insights about promoting entrepreneurship culture and practices, and overcoming bottlenecks in this field. Mr. Sidhant Banura emphasized on the need of polishing soft skills of the students apart from strengthening their domain expertise. Dr. Swati Dhawan highlighted the role of capstone projects, counselling and promoting industry readiness in students. Mr. Vikram Dhawan pointed out that besides the perspective of students, it is imperative to understand the psychology of parents, and point of view of entrepreneurs and start-ups. He also enunciated the lack of industry readiness of the students which should be taken up seriously by the stakeholders. Amanjot Kaur added another dimension to the discussion when she mentioned that students who are idea-generators and willing to execute the same should be given extra credits in academics to motivate them. Dr. Amandeep Singh Marwaha also contributed to the discussion by endorsing the role of mentorship so that students receive proper guidance and timeline within which to work. This will enable them to execute their plan of action. The experts also highlighted the role of awareness generation sessions among students regarding funding agencies, legal framework of their start-ups and other technical aspects involved in initiating innovative projects. Dr. Nisha Bhargava also gave her insights regarding the same and thanked all the experts for taking out their precious time, their meaningful observations, ideas and plans in drafting policies regarding the promotion of innovation and start-ups. The session ended on a promising note of taking the NISP unit of the College ahead and encouraging students to be innovative and develop a spirit of entrepreneurship. The NISP co-ordinator Dr. Kiran Jindal moderated the session well and thanked all experts for their contribution and efforts.

Along with it, start-up policy of the college was designed in line with the NISP issued by MHRD, GOI and uploaded on college website.

## **8 JAN 2021**

The MCM Institution Innovation Cell organized a session on National Innovation and Start-up policy (NISP). The session was ably handled and aged by Dr. Kiran Jindal, the NISP coordinator of the college. Around 110 participants actively participated in the same and the event was livestreamed on the social media channels of the institution. During this awareness session, the students benefitted from the guidance and advice of the experts including valuable information about the financial benefits available for the Start-ups. It was a useful session for the participants.

### **FEB 2021**

An internship opportunity in shrishiksha was provided to the students by start up cell to give an altogether different perspective towards their career. It opened the doors to considering entrepreneurship as an actual career option and taught them the practical applications of ideas. One of the student Nishtha of b.com hons. got selected for the same.

### **3rd MARCH, 2021**

A MOU was signed between Mehr Chand Mahajan DAV College For Women, Chandigarh and IGDTUW Anveshan Foundation to promote Innovation, Entrepreneurship, Incubation And Start up Culture on 3rd March, 2021.

### **6th MARCH, 2021**

The Start-up Cell of Mehr Chand Mahajan DAV College for Women, in continuation with earlier practices of providing new avenues to the upcoming talent in the field of entrepreneurship, organized a Free Workshop on "How to create Employment Opportunities through Digital Media" on 6th March, 2021. Ms. Shalmali Jadhav, Founder of Empathy for You and You Lead, was the Mentor on Board. In a highly stimulating session, she apprised the students of opportunities in the field of Digital Media. She highlighted the importance of building online portfolio, optimizing one's profile, and making money digitally. She also gave tips pertaining to finding job with Digital Media. The session was a huge success and witnessed an enthusiastic participation of 50 students. Our budding talent, Nishtha, who is currently pursuing B.Com Economics Hons., has set a precedent for the students gearing up to start their own business ventures.

Her experience in the self-employment program by ShriShiksha, an e-learning portal which provides assistance, training and resources to the people to become self-reliant entrepreneurs in their chosen field, has been instrumental in driving her towards and taking up entrepreneurship as a viable and productive career option.

### **21st MARCH , 2021**

The Start-Up Cell Of Mehr Chand Mahajan Dav College For Women, Chandigarh in collaboration with Shrishiksha conducted a Webinar on "How to start your journey as a Digital Entrepreneur" on 21st March, 2021. The Keynote Speaker for the event was Ms. Dhairya Gangwani (SAP Analyst, Content Creato, Mentor, and Public Speaker). The participants were given a free demo session to kickstart their journey and given tips on how to work on their initiatives and become self-employed. The session was very enriching, motivational and interactive, and it sustained the interest of the students throughout.

### **30th MARCH, 2021**

The Startup Cell of Mehr Chand Mahajan DAV College for Women, Chandigarh, in collaboration with Shrishiksha, conducted an online workshop on "How to leverage Digital Space to Build a Career" on March 30, 2021. The keynote speaker for the event were Jaison Thomas, Co-founder of Bluestaeak Media, LinkedIn Top Voices 2021 and Telson Thomas, CEO and Co-founder of Bluesteak Media. The speakers steered the students in the direction of discovering their own niche to get started, and guided them to curate their own content, generate income and start earning. Shrishiksha's consulting team also encouraged students and agreed to provide them any requisite help for their ventures. The inspiration from the expert entrepreneurs was the highlight of the event.