



Report of Initiatives

taken under the aegis of

Institution's Innovation Council 3.0

(2020-21)



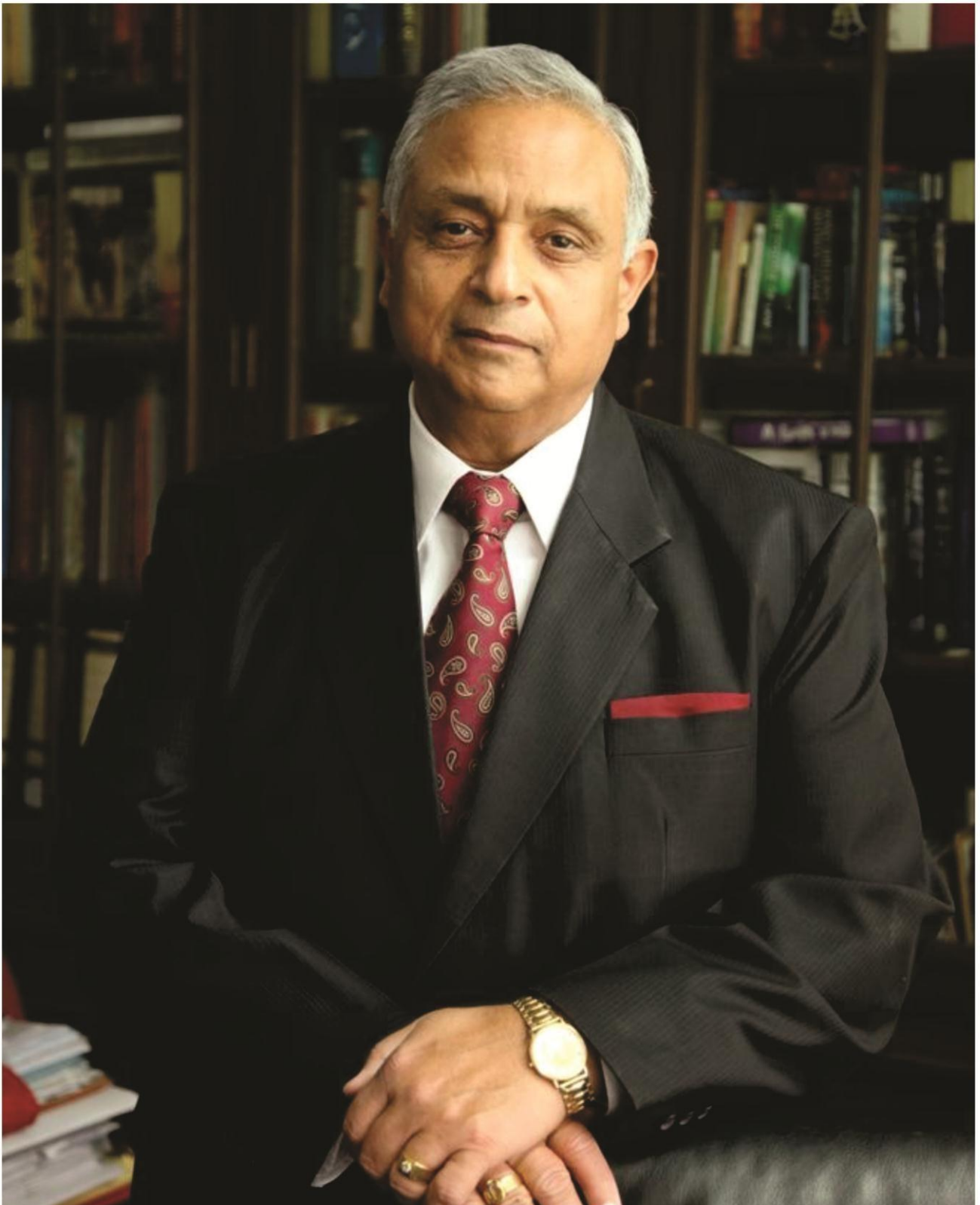
**Mehr Chand Mahajan DAV College for Women
Sector 36, Chandigarh (U.T.)**

Our Beacon of Light



MAHARISHI SWAMI DAYANAND SARASWATI

Our Guide and Mentor



Dr. Punam Suri Ji, Padma Shree Awardee

Hon'ble President

DAV College Managing Committee

New Delhi



From the Principal's Desk

Heartfelt greetings!

Institution's Innovation Council (IIC) is an initiative of Ministry of Education's Innovation Cell (MIC) for fostering the culture of innovation amongst Higher Education Institutes. IIC@MCM was established in the year 2018 with the aim to encourage, inspire, and nurture young students to work on new ideas. Since then, IIC@MCM has come a long way and has received 3-star rating for the session 2018-2019 and 4-star rating for the sessions 2019-20 & 2020-2021 respectively from the Ministry of Education (MoE) Government of India.

The main aim of IIC is to conduct various activities related to innovation, entrepreneurship, IPR and startups in collaboration with academicians, entrepreneurs, investors, and professionals for creating a mentor pool for student innovators. In order to achieve this aim, IIC holds motivational sessions, workshops to familiarize our students with the concept of ideation, innovation, start-ups, and entrepreneurship. IIC members regularly organize and attend sessions on Business Model Canvas (BMC), Business Plans, and Funding to make

them familiar with the know-how to pitch new ideas and get funding. I congratulate the whole Council for organizing sessions which are in sync with the philosophy of MIC. Such interactive sessions channelize the energy of young students and motivate them to work on new ideas, create start-ups, and entrepreneurial ventures resulting in self-employment. IIC is always there to nurture innovative ideas of students and faculty. The IIC3 received four star rating for its activities undertaken during the year 2020-21 which speaks volumes about the commitment and dedication of its members.

Innovation and enterprise remain at the core of all our academic endeavours and this has been possible with the constant guidance of our mentors. My gratitude to our mentors from the DAV College Managing Committee, New Delhi who always inspire us to remain innovative in the face of challenges. My heartfelt gratitude to Dr. Punam Suri ji, Padma Shree Awardee, Hon'ble President, DAV College Managing Committee, New Delhi for inspiring us to remain creative in our ideas and innovative in our actions. I am also beholden to honorable Shri H.R. Gandhar, Senior Governing Body member of the College and Vice President DAVCMC who encourages us to remain ingenious as we face new challenges with the changing times. I would also like to thank Shri Shiv Raman Gaur, Director Higher Education, DAVCMC for supporting us as we continue to direct our actions towards adapting to the new domains. I am also grateful to Dr. Indu Arora under whose able stewardship the IIC is working to achieve the goals. My greetings to the team members of IIC who have contributed towards successful implementation of the vision of the Council.

Let us continue to innovate, adapt, and excel to remain competitive and resilient in the face of new challenges!



Dr. Nisha Bhargava

[Principal & President, IIC@MCM]

Institute's Innovation Council: Inspiring Ideas to Innovate and Change



The Ministry of Education (MoE) with the vision of creating and promoting the culture of innovation amongst institutions of higher education has founded the MoE's Innovation Cell (MIC). As the Vice President of Institute's Innovation Council (IIC 3.0), it has been my pleasure to witness the growth of IIC@MCM.

Since its inception, IIC@MCM has been regularly organizing IIC Calendar as well as self-driven activities, and attending MIC driven activities. The inventive efforts of the institute have been recognized by the MoE as IIC@MCM was given 3-star and 4-star rating for the sessions 2018-19 & 2019-20 respectively. IIC3.0 is awarded 4-star ranking for the session 2020-21. Around 16 of the faculty members have been awarded certificates of Innovation ambassadors. College also received "PERFORMER" band under the category "General (Non-Technical)" in Atal Ranking of Institutions on Innovation Achievements (ARIIA) 2021, a flagship program of the Ministry of Education, Government of India.

IIC has made all efforts to enhance the culture of innovation and entrepreneurship by organizing various workshops and interactions with entrepreneurs and innovators. IIC is actively instrumental in providing opportunities to students and faculty to innovate and ideate through competitions like Idea Competition and Internal Software Hackathons.

I am indebted to Madam Principal, Dr. Nisha Bhargava, for her continuous encouragement, support, and guidance. In addition, I express my sincere appreciation to all the faculty members and students associated with the Council who have made this journey memorable and fruitful with their hard work. I hope that we can continue to inspire this zeal to innovate for the betterment of our society.

Dr. Indu Arora

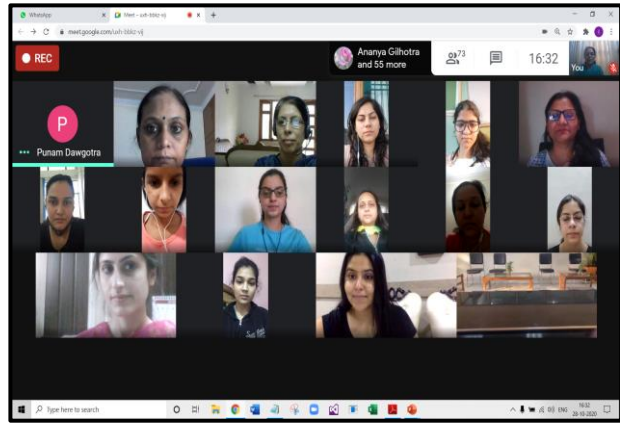
[Vice President, IIC 3.0@MCM]

Report of Activities by IIC 3.0

IIC Council formation/Upgradation (of existing Council) at Institute level 28 October 2020

All the faculty and student members were apprised of the formation of Institute Innovation Councils under the aegis of MHRD's Innovation Cell (MIC), launched by Hon'ble Minister Shri Prakash Javadekar, Ministry of HRD, Govt. of India on 21 November 2018 for systematically fostering the culture of Innovation. Dr Nisha Bhargava, Principal and President (IIC) applauded the efforts of IIC 1.0 and IIC 2.0 for getting 3-star and 4-star rating for 2018-19 and 2019-20 session respectively. Dr Indu Arora, Vice President of the Council shed light on the evolution and growth of MIC, and how it was changed to MOE's IC (MIC). She apprised the members and stakeholders about the registration process of IIC with MIC and enlightened them about the role and function of various portals like mic.gov.in, sih.gov.in, and ariia.gov.in. She also shared MIC's initiatives about Innovation Ambassador, NISP and various Hackathons.

Various activities that were to be undertaken throughout the year as per IIC calendar like MIC activities and self-driven activities were also explained through Power Point Presentation. Besides providing a roadmap for the future activities, reporting parameters were also discussed and new members were encouraged to attend online webinars so that they could become Innovation Ambassadors. Overall, the Orientation Session proved to be instrumental in defining the roles of the members and sensitizing them about their responsibilities apart from guiding them about various type of activities and various websites related to MoE's IIC activities.



KAPILA: Kalam Program for IP Literacy and Awareness Program

MIC Activity

(15-23 October, 2020)

“Importance of IP Literacy Initiatives” by Dr. Abhay Jere, Chief Innovation Officer, MoE’s Innovation Cell (MIC) was held on 16 October 2020. He started the session with a briefing of the KAPILA: Kalam Program for IP Literacy and Awareness initiative started in the memory of Former President of India Dr. APJ Abdul Kalam on 15 October by the Honourable Minister of Education Shri. Ramesh Pokhriyal “Nishank”. Dr. Abhay Jere highlighted the problem in the present education system which focuses on just the two bottom layers of the Bloom’s taxonomy pyramid and overlooks the need to push our frontiers beyond the domain of theoretical knowledge and gear ourselves for the practical analysis, evaluation, and application of knowledge. He focused on the need for a paradigmatic shift in our approach to the field of education, and added that the New Education Policy would enable development of cognitive skills among students. It was also asserted that till NEP is implemented, the current generation of students should be motivated to develop a culture of innovation, through the higher education institutions so as to survive and sustain in this globalized world. A logical road map is needed to take idea generation forward and create Intellectual Property, which will help fulfil the dream of our Honourable Prime Minister Shri. Narendra Modi to make India a Five Trillion Economy. He brought out the importance of academia in a lucid manner and added that Saraswati and Lakshmi should be jointly pursued and academicians are the best people to strike a balance between the two. As compared to China and USA, India is far behind in filing of Intellectual Property. In India, the higher education institutions to the tune of 85% have never filed IP’s and this scenario needs to change. Dr. Jere emphasized that institutions even in the remotest areas should promote students to think out of the box, innovate, and file IPRs. He concluded by saying that the Kalam program would be a major milestone in the direction to build up a community of students, faculty, and organizations in taking creativity forward and generating more Intellectual Property.

“IPRs: Why? And it’s Relevance” by Dr. Mohit Gambhir, Director, Innovation Cell,

Ministry of Education, Govt. of India on 16 October 2020 set the tone for the series of upcoming sessions in the National Intellectual Property Literacy Week by giving an overview of Intellectual Property Rights. He started the session by giving facts and figures on India's Innovation Output and stressed upon the need to file patents before giving the work for publication in journals. He shared a list of innovations listed by university research, highlighting the relevance of upscaling the university research so as to develop an industry-academia interface.

Dr. Gambhir explained the concept of IPRs and its six broad categories i.e., Copyrights, Trademarks, Design, Patent, Geographic Indication and Trade Secret with the help of case studies. He elaborated on the importance of patents and gave various examples of patents in India highlighting that the first patent was filed in India in 1856 by George Alfred De Penning, a Civil Engineer and Inventor who invented "An Efficient Punkha-Pulling Machine". Non-Patentable items which includes obvious inventions, inventions contrary to law etc. were also discussed. Dr. Gambhir ended his session by elucidating the benefits of IPRs which will help stimulate the economic growth and make India *Atmanirbhar*.

A session on "Lateral Thinking-How to Generate Revolutionary Ideas!" by Mr. Varun Chamadiya on 19 October 2020 emphasized on the need to increase the ability to generate new ideas. During the interactive session, he asked the audience to write down their daily challenges/ problems. He further explicated the fundamental six problems, which are related with 5W's and 1 H i.e., why, who, where, when, what and how. Most of these problems are related with descriptive thinking related to our past experiences. Further citing the example of discovery of Radium, the speaker concluded that the new ideas happen accidentally. He further classified ideas to be either descriptive i.e., related with past or generative that includes inventing/discovering something new. The speaker further discussed two principles of invention. The first one is related with the past experiences and second principle states that no two ideas in our mind are unconnected and when these are connected we generate some new idea. After discussion of the principle of invention, four stages of inventing process were discussed

by the speaker. These include: 1. Discover: understanding the problem, 2. Explore: exploring new ideas, 3. Test, and 4. Launch. Thereafter, two fundamental and powerful tools of fundamental thinking were discussed, these are: PO that includes connecting the unconnected, and Concept Challenge that includes looking at the history of all the products invented and challenging them which includes value and design. The speaker stressed to make association between two unconnected words giving various examples from our daily experiences like ball PO flower. These two (ball and flower) are two different words with generally no association between them but if we try to connect these two different words, there would be some result. The outcome could either be the rejection of the association or creation of some new and different association between ball and flower. The association would be mainly based on our past experience/knowledge; nevertheless, it would not be incorrect to say that most of our ideas are related to our past experiences. The speaker ended his lecture on the need to discover/invent new products. The session concluded with question-and-answer round. The questions of the audiences were very well taken and discussed.

The next session on “Sending Ideas to Harvesting Innovation for Social Good: Role of Intellectual Property Rights” by Sh. Prabuddha Ganguli, CEO Vision-IPR, Mumbai, Maharashtra was held on 20 October 2020. The session started with the importance of intellectual property rights along the value chain from ideas to innovations for social good. He emphasized on the fact that for sustained societal growth, research and innovation should go together to bring decisiveness, exclusiveness, and excellence. He highlighted the dynamic synergy in the value chain involving the educational and research institutions who are developing ideas like the Ministry of Education, government or private funding sources, and most importantly the knowledge transformation channels. He also mentioned that there was a need to have legal and ethical pathways to nurture these ideas. Innovation meant servicing the unmet needs of society. The speaker highlighted that it was the mixing and hybridizing of interdisciplinary ideas which was the need of the hour. He highlighted many IPR tools like patents, copyrights, trademarks, etc. and mentioned that with ownership, it not only

brings the rights that are territorial and time-bound but also the related obligations. He also mentioned that IPR s can be transferred and even joint ventures and franchise system can be set up and arrangements can also be made for cross-licensing. The speaker further stressed on the integration of IPR courses in the educational institutions to promote value-added skills for which students as well as faculty can be trained. The whole session was very informative and knowledgeable.

An interactive session on “IP Clinic” by Shri Sameer Kumar Swaroop, Deputy Controller of Patents and Designs was held on 20 October 2020. The queries of the participants were taken up by the speaker and the moderator in an insightful manner. The attendees were guided regarding the specifications of filing a patent like reasons for inventing, details of disclosure, claim of the patent, an undertaking by the applicant specifying that he would not file it in any other country, and so on. The details of the applicants to be given in Form No. 1 and a clear patent specification was also discussed. For the guarantee of a patent, a request for examination is equally important as filing an application. The participants were apprised of Form No. 18 which can be filed with the application form or within 48 months of filing the application. The speaker informed that the online filing of application was more convenient and also 10 percent rebate was given on online application. It was also highlighted that an addition of an inventor could also be made at a later stage if required. It was also emphasized upon that the legal heirs of the patent holder can claim the benefit after his death.

Another session on “Building IP, Innovation Ecosystem in Academic Institutions” by Dr. Unnat Pandit, Program Director, Atal Innovation Mission was held on 01 October 2020. Dr. Unnat Pandit conducted a very useful session on building the IP-innovation ecosystem in academic institutions. The session was initiated with an elaborate explanation. Along with real-life examples of the difference between innovation and invention, he said that invention was a new and inventive solution to a technical problem and was related to creating an entirely new/incremental improvement in a product/process whereas application of invention in a product/process was called as an innovation. Hence, the use of invention in the commercial value chain is innovation.

Further, the speaker guided that the intersection of change, customer-value, and action would result in innovation. With this it was supposed that IP had the true potential of translating into innovation. Hence, it was important for the academic institutions to strive towards building an IP innovation ecosystem. Continuing with the focus on Intellectual Property Rights, a session on IP Clinic by Sh. Saroj Kumar, Deputy Controller of Patents and Designs was held on 21 October 2020. Sh. Saroj Kumar answered the questions of faculty members of HEIs patiently. The speaker apprised the participants about the importance of patent search while proceeding to draft a patent application. He further stressed that patent search saves the applicant from reapplying for an already registered patent. In this respect, the speaker stressed the importance of Section 21J, Section 21J A, Section 3, Section 4, and Section 35 of the Patent Act. Further, the information for drafting a patent application was provided by Sh. Saroj. The legal provisions in case of any dispute regarding patent were also elaborated in the session. The significance of payment of patent fee on time was also explained in a lucid manner. The queries were answered in the light of the suitable sections of the Patent Act which made the session extremely useful and interesting. The session was concluded by a vote of thanks by the moderator.

Another session titled “IP Clinic” by Dr. Nilanjana Mukherjee was held on 22 October 2020. The session started with the topic of biological material under the ambit of Intellectual Property Rights. She explained that under section 10, biological material should be fully described in the specification and if this material was new then it had to be deposited in International Depository Institution. She further guided that the names of the depository institutions were given at the back of patent act and the name of the depository institution was to be mentioned in specification. She also mentioned that the source and the geographical origin of the biological material needed to be specified in the specification. In case the biological material was obtained from India, it becomes necessary that the applicant must take permission from National Biodiversity Authority. Another topic which was discussed by the speaker was about traditional division of knowledge. She explained that in the case of claims like the

extract of plants mixed to make a composition and formulation and to treat certain type of diseases, were to be classified in traditional knowledge and it was mandatory for the examiner to search in traditional digital library for filing such application. Another focus point discussed was that multiple inventions could be included in single application when filed. She also cleared the confusion regarding micro-organisms by revealing that the section 3 subsection(j) states that plants and animals are not patentable, whereas recombinant microorganisms are patentable but not the naturally found microorganisms. She also shared that formation and composition are patentable but the applicant needs to show that the components and the ingredients that are present in the formulation or the composition show a synergetic effect.

A talk on “Prior Art Search and Patent Drafting- Key Insights” by Dr. Sheetal Chopra was held on 22 October 2020. The session started with the importance of prior Art along with the value chain from ideas to innovations for social good. She emphasized on the fact that for prior art sustained societal growth, patents, patent application journal, market data, website content, research and innovations should go together to bring decisiveness, exclusiveness, and excellence. The speaker highlighted the dynamic synergy in the value chain involving the educational and research institutions who are developing ideas under the aegis of the Ministry of Education, government or private funding sources and most importantly the knowledge transformation channels. She explained various types of searches including patent mining, IP landscaping (landscape search), patent ability search, Clearance Freedom to operate search (FTO). She also emphasized that there was a need to have legal and ethical pathways to nurture these ideas.

Another session on “Patent Filing Process” by Dr. Sheetal Chopra (India Lead IPR Advocacy, Ericsson India) was held on 23 October 2020. The session started by informing that patent filing is a highly skilled work and needs expert advice. Patent filing is the first step that an inventor takes to protect his invention from being misused. The speaker clarified certain points like the eligibility of the applicant, how to file a patent application, the claims and important declarations to be mentioned by the

applicant as well as the inventor. The session was quite informative about various sections and rules that one must know for drafting the patent application. She informed that India has four main jurisdiction offices which are Chennai, Kolkata, Delhi, Mumbai and the patent has to be filed according to the territory which comes under the above mentioned offices. It was discussed that it is important to have a legal expert so that nothing may be missed out along with the necessary attachments. Also, the application preference (ordinary, extension, divisional) needs to be given much importance as once granted all applications expire on the same date. The speaker highlighted that a patent could be filed by an inventor, an assignee, or a legal representative. It was asserted that the declarations have to be read over carefully as the rules mentioned in Section 6 and 7 were ambiguous. She explained various cases of form filing, and informed about various legal advisors for support. The resource person discussed regarding different forms for patent application. Form 1 concerns with application for grant of patent under section 7. Form 2 deals with provisional and complete specification under section 10 rule 13 (patent draft). The Patent Status in other countries is to be stated through statement and undertaking under section 8 rule 13 of Form 3. When the applicant is different from the inventor, it is mandatory to fill in the Form 5 section 10[6] rule 13. She also guided that if one had to request for change in patent application then Form 6 was to be filled up. Form 26 deals with authorization of a patent agent under the section 127,132 rule 135 that aimed to Inform the patent office the extent of commercialization of the product. Form 27 related to criminal offence in case of non- compliance under the section 146 for which a fine worth Rs.10 lacs was to be incurred.

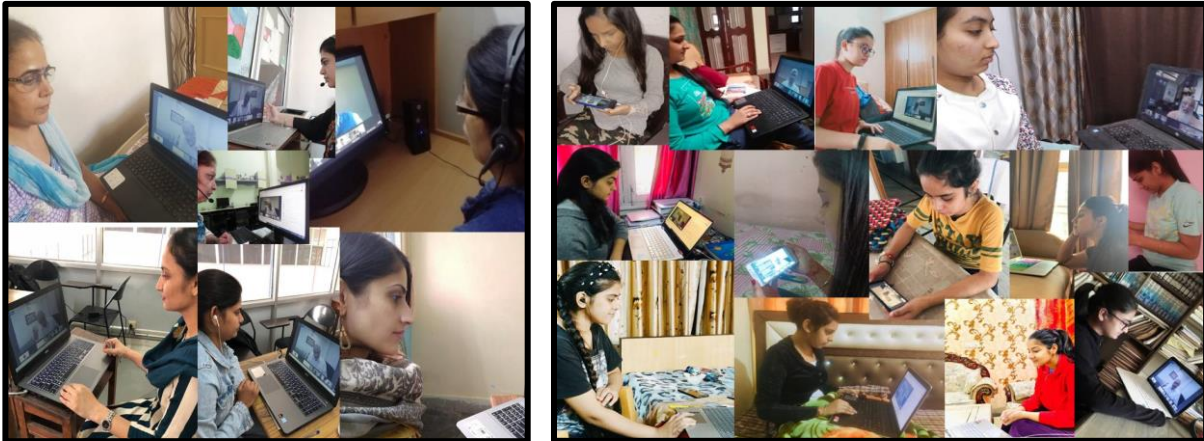
The webinar was attended well by 48 BSc medical II students under the guidance of Dr. Nisha Dawra (Chemistry Dept.)

“Feedback and Suggestion of One-Week Program” by Dr. Mohit Gambhir (Director, MIC) was held on 23 October 2020. Dr. Mohit Gambhir, Director MIC, started the session by expressing his sincere gratitude towards all dignitaries from the Ministry of Education, Minister of State, Chairman AICTE, Vice Chairman AICTE, team MIC,

faculty members, researchers and students who were a part of the One-Week Program. He advised all to share their journey, pictures via social handles such as Twitter, LinkedIn and tap the relative handles as told by MIC staff members. The participant's status as on 22-10-2020 was shared where 40,889 users registered and 24,209 users submitted their assessments. He emphasized on the fact that Intellectual Property was ubiquitous to everything around us. He also told that until and unless the innovation has a deep-rooted impact on society, it does not solve any purpose. The ecosystem has to be uplifted from MIC to college fraternity where they must try to ponder on how to generate ideas and make our country proud. The session ended with a brief vote of thanks by Dr. Elangovan. He also emphasized on the benefits of intellectual property rights. The session was very informative and beautifully conducted.

IKS: A MIC Activity (3 November 2020)

IKS was organized to learn how to use the knowledge from latest technology to hand on experience in villages in improving “Agriculture and Health” to become a better nation. 7 faculty members and 16 student members attended the event streamed on Youtube.



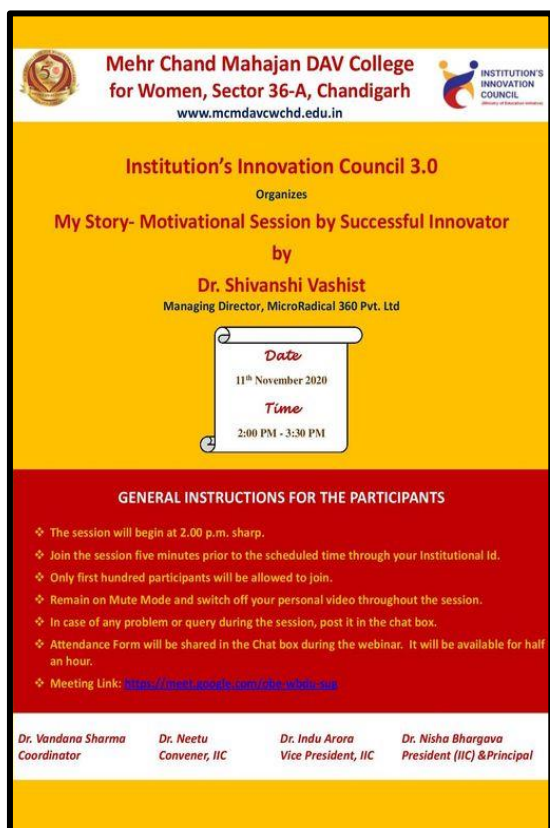
Internship at Startup during Semester Break (October 2020)

With the goal of enhancing the practical skills of students through internships, 79 students participated in real-life working environment and up-skilled themselves through rigorous trainings. 31 students out of 79 completed their internships with startups.



My Story- Motivational Session by Successful Innovator" (11 November 2020)

A Session “My Story- Motivational Session by Successful Innovator” was organized on 11 November 2020. Ms. Shivanshi Vashisht, innovator and Senior Scientific Officer at the BioNEST, Panjab University was the resource person for the session. The session was attended by 78 participants in all. With 7 patents to her name, a demonstrated history of working in the biotechnology industry and various academic fellowships and accolades to her name, Ms. Vashisht shared her pragmatic journey with the students in an attempt to encourage the knowledge excellence and exploration. She elaborated the various struggles and hardships faced by the researchers in the field of science. She emphasized a great deal on the significance of perseverance in the face of failure. Further, she encouraged the students to always have a contingency plan ready. Drawing numerous instances from her personal experience, she encouraged the students to innovate the solutions for real-time problems around them.



Mehr Chand Mahajan DAV College for Women, Sector 36-A, Chandigarh
www.mcmdavcwchd.edu.in

INSTITUTION'S INNOVATION COUNCIL

Institution's Innovation Council 3.0
Organizes

My Story- Motivational Session by Successful Innovator
by
Dr. Shivanshi Vashist
Managing Director, MicroRadical 360 Pvt. Ltd

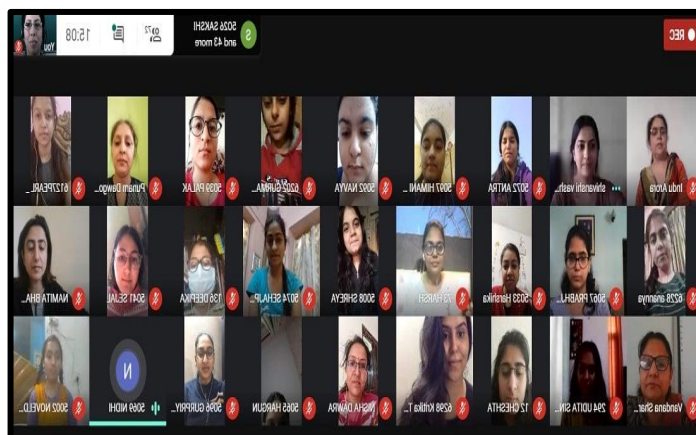
Date
11th November 2020

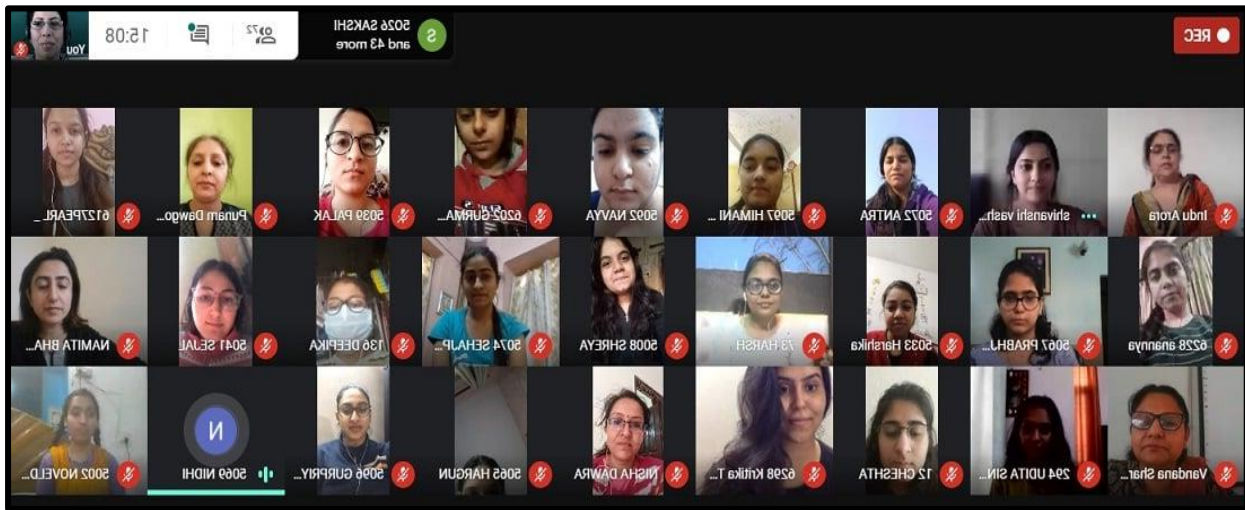
Time
2:00 PM - 3:30 PM

GENERAL INSTRUCTIONS FOR THE PARTICIPANTS

- ❖ The session will begin at 2.00 p.m. sharp.
- ❖ Join the session five minutes prior to the scheduled time through your Institutional Id.
- ❖ Only first hundred participants will be allowed to join.
- ❖ Remain on Mute Mode and switch off your personal video throughout the session.
- ❖ In case of any problem or query during the session, post it in the chat box.
- ❖ Attendance Form will be shared in the Chat box during the webinar. It will be available for half an hour.
- ❖ Meeting Link: <https://meet.google.com/dav-wbnu-aw>

Dr. Vandana Sharma Coordinator
Dr. Neetu Convener, IIC
Dr. Indu Arora Vice President, IIC
Dr. Nisha Bhargava President (IIC) & Principal





Workshop on Entrepreneurship & Innovation as Career Opportunity

(21 November 2020)

A workshop on “Entrepreneurship & Innovation as Career Opportunity” was organized on 21 November 2020. Mr. Sidhant Banura, Director at Ashvamegha Solutions with a demonstrated history of knowledge in the food processing industry was the speaker for the session. Around 70 students and 10 faculty members attended the session. Mr. Banura highlighted the tenets and values of entrepreneurship with the participants. Having gained expertise in the areas of Food Labeling, Food Safety, Plasma Treatment, Market Research; he shared his personal insights and experiences in the area. Furthermore, he emphasized on the imperativeness of risk-taking in the field of entrepreneurship. Mr. Banura highlighted that in order to have entrepreneurship as career, one need to have a clearly laid out plan and must have thorough self-introspection to tackle the challenges of managing an entrepreneur. He emphasized on personal traits like persistence, focus, discipline, and hard work which are absolutely irreplaceable to have a successful career in any field. Being himself an entrepreneur, he inspired participating students to convert their ideas into innovative products or solutions and start a career of their own. He also suggested the students to join online courses on Innovation and Entrepreneurship offered by various online platforms like SWAYAM, NPTEL etc. Overall it was a successful workshop to foster the culture of entrepreneurship skills and innovation and guided them to have successful professional futures.

Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh
www.mcmdavcwcd.edu.in

Institution's Innovation Council 3.0
Organizes
Workshop on
Entrepreneurship & Innovation as Career Opportunity
Resource Person: **Sh. Sidhant Banura**
Director, Ashvamegha Solutions

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- ❖ Meeting Link: <https://www.zoom.us/j/92012120000>

Dr. Vandana Sharma
Coordinator

Dr. Neetu
Convener, IIC

Dr. Indu Arora
Vice President, IIC

Dr. Nisha Bhargava
President (IIC) & Principal

Sidhant Banura is presenting

Chitra Gurgani Dhoga
Co Founder, Pashyanta

Entrepreneurship excites me and the more I do it, the more I love it.

“I wanted to stand for those women who want to be beautiful for themselves, not for men or other women.”

6232 PALAK WILIA
6230 payal
5027 Charlie

6234 Yasuha J., and 21 more

15:14

6232 CLIRMA...
Sidhant Banura
6228 anannya
6230 payal
5027 Charlie
5069 NIDHI
6260 gjanward
5018 SMIRAN...
6222 PAL...
Indu Arora
Punam Dewgo...
4522 SARMA...
5028 RUBAL
DISHA SHAR...
5072 ANTRA
4944SHETA...
38 Yash
5016 SHIDEEP
5008 SHREYA
5002 NOVELD...
5008 SHWAN...
5022 LAVISH
5066 SMRAN...
78 SRISHTI G...
5026 SAKSHI
Vandana Shar...
6215 KASHISH
4944SHRYA...
118BANNAY...
5027 TIRATH
5079 SANGAM
Dr. Harjit kaur...
5067 PRABHU...
43 COURJEE
Urvi Sharma
5022 ANUSHA

Sidhant Banura is presenting

Urvi Sharma and 62 more

14:58

5+1 S Formula

SADHNA
(Domain Expertise)

SEVA
(Helping)

SUCCESS

SOFT SKILLS

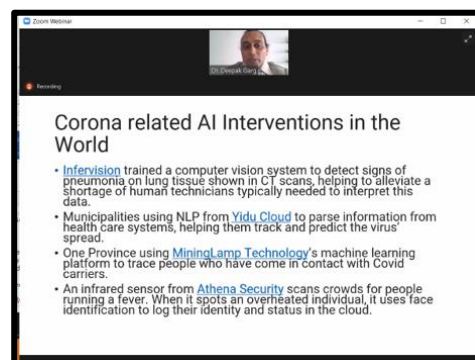
SMILE
(Be Happy)

SATSANG
(Good Company)

Sidhant Banura
5018 SMIRANDEEP
6260 gjanward
5069 NIDHI

Motivational Session on Successful Entrepreneur's Story (24 November 2020)

A motivational Session was organized on Successful Entrepreneur's Story on 24 November 2020. Sh. Hridesh Madan President, TiE, Chandigarh Chapter, a successful entrepreneur, and expert in the field of education and edu-tech with a rich experience of creating multiple successful brands in the field of formal and parallel education spanning over two decades in India, was the speaker for the session. About 100 participants took part in the live streaming on the Google meet platform for this session. The recorded video was shared with the rest of participants who were unable to join due to technical limitation of the meeting platform. Sh. Madan shared his pragmatic journey with the students and encouraged the interest and eagerness to learn among the participants. He elaborated on the imperativeness of hard work, courage, and perseverance in determining success. He shared his experience of growing as an entrepreneur in education starting from a coaching institute to multiple ventures in school and higher education. He also shared with students his tendency to grab every opportunity to learn new skills that helped him in implementing the same to grow as an individual and entrepreneur. To demonstrate this, he shared an interesting experience of setting up an FM radio station through self-learning and encouraged the students to always be ready for new challenges to broaden their skill-set. In his enlightening discussion with students, he focused on the ethics of workspace and life. He inspired the virtues of humbleness, justice, sincerity, team work, and discipline among the students through his invigorating talk.



**Online Power Point Presentation Competition on the topic “Innovation
and Entrepreneurship in *Aatma Nirbhar Bharat*”
(18 December 2020)**

An Online Power Point Presentation Competition was organised on the topic "Innovation and Entrepreneurship in *Aatma Nirbhar Bharat*" on 18 December 2020. Approximately 21 students from the college participated in the competition and presented their views on the topic through the medium of power point presentations. Each presentation lasted for 5 to 7 minutes. To motivate the participants there were cash awards for the first three position holders (First prize of Rs. 2000, second prize of Rs. 1500 and third prize of Rs. 1000). The first position was bagged by Ms. Sangam of BSc MFT-1, second position was awarded to Ms. Twinkle Kapoor of MCom-1 and third position was bagged by Ms. Palak Kapoor of MA-2 of Economics department. A total of 92 students attended the event along with 9 faculty members. The objective of the event was to instill a sense of innovation, entrepreneurship, and economic self-reliance among the students. The competition was held to create awareness about the plans that the government has made for the growth of start-ups, medium, and small entrepreneurs to make our country self-reliant. The main purpose of this activity was to throw light on the drive started by Honourable Prime Minister of India, Sh. Narendra Modi for making India “a bigger and more important part of the global economy" by pursuing economic policies that are efficient, competitive, and resilient. The presenters also made clear that the motto of self-reliant India does not make our country ‘protectionist’ and isolated from the global economies, rather it aims at making India a stronger participant in the global value chain by exploring the hidden potential of our country and by igniting the spirit of entrepreneurship. The event aimed to inculcate the spirit of entrepreneurship amongst the young student brigade by appreciating the stories of various successful Indian start-ups and their dynamic founders. It was remarked that especially in today’s time of Covid-19 pandemic, when unemployment was increasing it was important to groom students in a way that they become job creators in future and not only job seekers. The students benefitted a lot by this activity as they got a chance to showcase and highlight their views

about the concept of *Aatma Nirbhar Bharat*. The session helped everyone in understanding that how important it was to support our local businesses so as to give thrust to our domestic industries. It proved to be an eye opener for everyone because it was realized how big a difference could be made in the economic growth of our country if we strengthened the entrepreneurial eco-system of our country and boosted India's economy by encouraging local manufacturing units rather than relying on other countries. Overall, it was a good learning experience for the participants and the event was much appreciated by the students as well as the faculty members of the college.

Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh (U.T.)
www.mcmandavcwchd.edu.in

INSTITUTION'S INNOVATION COUNCIL
Member of IIC-2019

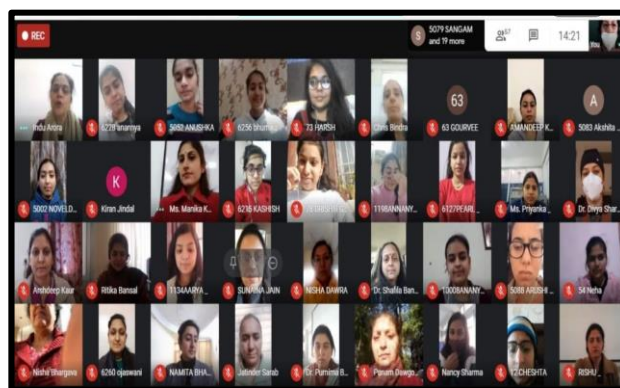
Institution's Innovation Council 3.0
Organizes
Online Power Point (PPT) Presentation Competition
on the topic
"Innovation and Entrepreneurship in Aatma Nirbhar Bharat"
on
18th December 2020 at 11:30 AM

Guidelines for the participants:

- Participants can make maximum 10 slides.
- Presentation time is 5-7 minutes.
- Results will be declared on 22nd December 2020.
- E-certificates will be given to all the participants.
- Cash prizes will be given to the first three position holders. (First Prize: Rs. 2000, Second Prize: Rs. 1500 and Third Prize: Rs. 1000).
- There is no registration fee for participation.
- Google meet link will be shared with the registered participants one day before the event through mail.

• Last date for registration is 16th December 2020.
• For registration form click on <https://forms.gle/F8Afa9UHtmZoYE3A>
• For any query, email at pptinnovation09@gmail.com

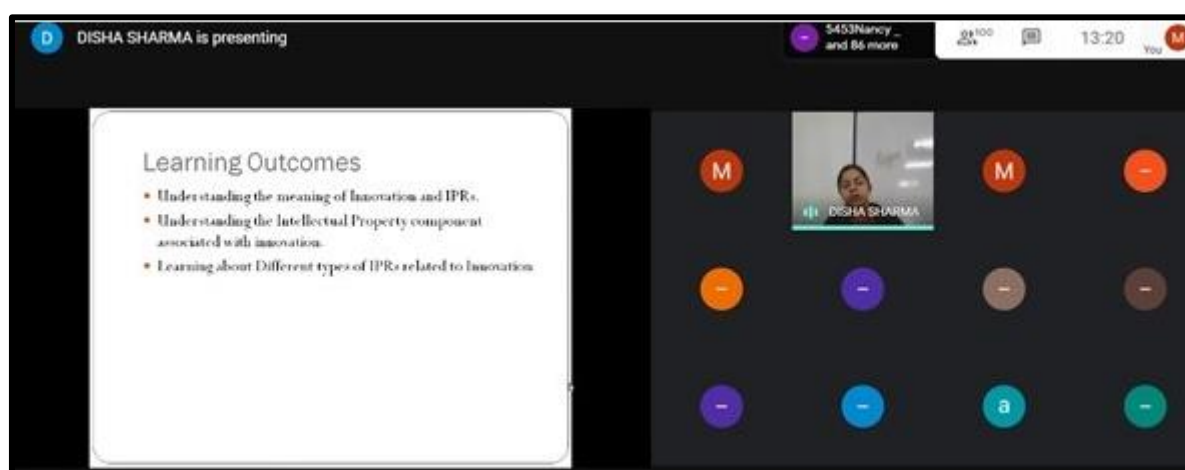
Dr. Namita Bhandari **Ms. Chris Bindra** **Dr. Neetu** **Dr. Indu Arora** **Dr. Nisha Bhargava**
Dr. Amandeep **Dr. Arshdeep** **Convener, IIC** **Vice President, IIC** **President (IIC) & Principal**
Co-Coordinator **Coordinator**



Identifying Intellectual Property at the Early Stage of Innovation

(24 December 2020)

An Orientation Session was conducted by the Institution's Innovation Council (IIC 3.0) on the topic 'Identifying Intellectual Property at the Early Stage of Innovation' on 24 December 2020. The resource person for the event was Ms. Disha Sharma, Innovation Ambassador-IPRs and Technology Transfer, IIC 3.0. A total of 95 students and 06 faculty members attended the event through Google Meet. Live streaming of the session was also done through YouTube platform in which more than 50 students participated. The session apprised the students on the benefits of using Intellectual Property Rights (IPRs) namely copyrights, trade secrets, patents, trademarks, and industrial designs, at an early stage of innovation. Some interesting examples of well-established companies like Coca-Cola, McDonald's, Puma, etc. were discussed to acquaint the students with the difference between various forms of IPRs. Live polling was also conducted during the session to know the views of the participants. Overall, it was a very insightful session and equipped the students with the know-how of intellectual property. The students found the session very absorbing and illuminating.





Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh
www.mcmdavcwchd.edu.in



Institution's Innovation Council 3.0

Organizes

Orientation Session

on

Identifying Intellectual Property at the Early Stage of Innovation

Date

24th December
2020

Time

01:00 PM
onwards



Ms. Disha Sharma, Innovation Ambassador-IPRs and Technology Transfer, IIC 3.0

GENERAL INSTRUCTIONS FOR THE PARTICIPANTS

- ✦ The session will begin at 01.00 p.m. sharp.
- ✦ Join the session five minutes prior to the scheduled time through your institutional id.
- ✦ Only first hundred participants will be allowed to join.
- ✦ Remain on Mute Mode and switch off your personal video throughout the session.
- ✦ Attendance Form will be shared in the Chat box during the webinar. It will be available for half an hour.
- ✦ Meeting Link: <https://meet.google.com/kpi-xpcv-giy>

Dr. Manika Kohli
Ms. Priyanka
Coordinator(s)

Dr. Neetu
Convener, IIC

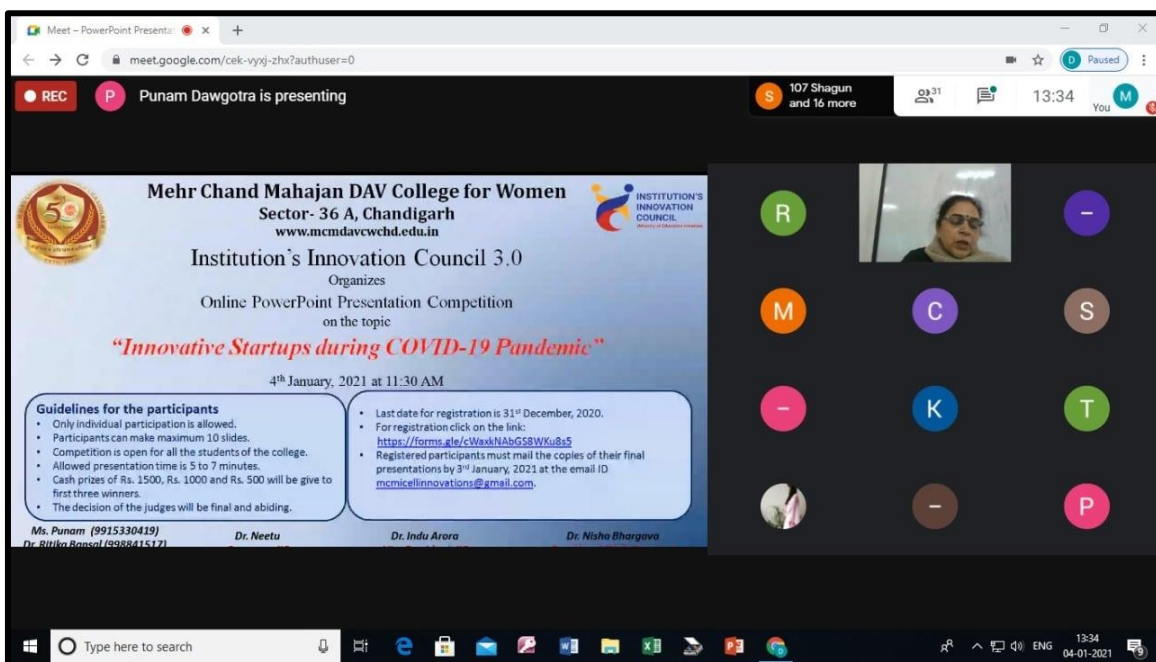
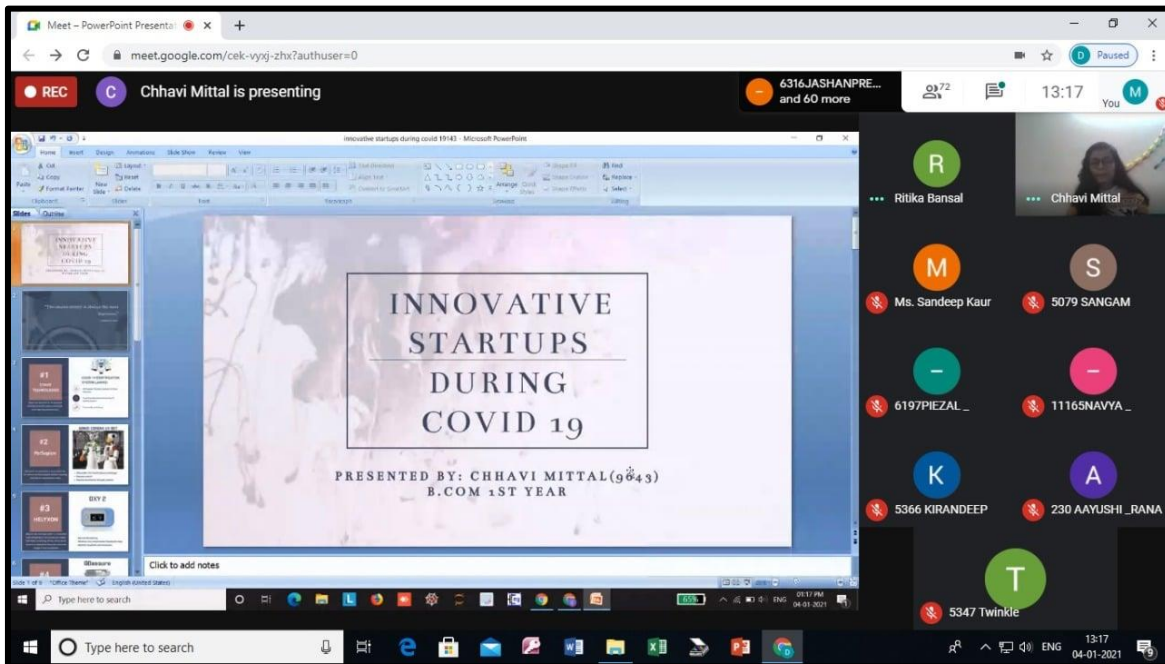
Dr. Indu Arora
Vice President, IIC

Dr. Nisha Bhargava
President (IIC) & Principal

Online PowerPoint Presentation Competition on the topic “Innovative Startups during COVID-19 Pandemic”

(4 January 2021)

Institution’s Innovation Council (IIC) 3.0 of Mehr Chand Mahajan DAV College for Women, Chandigarh organized Online PowerPoint Presentation Competition on the topic “Innovative Startups during COVID-19 Pandemic” on 4 January 2021.



National Innovation and Start-up Policy (NISP) (05 January 2021)

An Orientation Session was conducted by the Institution's Innovation Council (IIC 3.0) on the topic 'National Innovation and Start-up Policy (NISP)' on 5 January 2021. The resource person for the event was Dr. Kiran Jindal, NISP Coordinator, IIC 3.0. A total of 87 students and 07 faculty members attended the event through Google Meet. Live streaming of the session was also done through YouTube platform in which 16 students participated. The session apprised the students on NISP launched by the Ministry of Human Resource Development on 11 September 2019. An elaborate discussion was conducted on how the students and faculty at higher educational institutions can seek the support of the Government of India for becoming job-creators rather than job-seekers. The thrust areas of NISP were also deliberated upon in the session. The speaker further discussed various financial benefits available under this policy for the students undertaking innovation and start-up related initiatives. The lecture was followed by a question-answer session where the students actively participated and clarified their doubts. In the end, the students were encouraged and motivated to come up with innovative ideas and business plans so as to promote start-up and innovation culture at the institution.



Design Thinking and Validation through Double Diamond Approach' (15 January 2021)

An Orientation Session was conducted by the Institution's Innovation Council (IIC 3.0) on the topic 'Design Thinking and Validation through Double Diamond Approach' on 15 January 2021. The resource person for the event was Dr. Purnima Bhandari, Innovation Ambassador-Design Thinking and Innovations, IIC 3.0. A total of 254 students and 07 faculty members attended the event through Google Meet and YouTube live streaming platform. The session was a great attempt towards introducing the concept of design thinking and innovation to the participants. This concept was well explained through an activity involving the students which gave the participants practical insight on the application of design thinking in innovation. Further the five stages of design thinking were explained using various examples. The speaker also explained the difference between design verification and design validation thereby pressing upon the significance of validation for providing a viable solution to the given problem. A well-known model for practising design thinking and validation through the double diamond approach was also discussed by the speaker. Overall, the session was very interactive and insightful.

Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh
www.mcmcdavwchd.edu.in

INSTITUTION'S INNOVATION COUNCIL

Institution's Innovation Council 3.0
Organizes
Orientation Session
on
Design Thinking and Validation through Double Diamond Approach

Date:
15th January 2021
Time:
11:00 AM onwards

Dr. Purnima Bhandari, Innovation Ambassador-Design Thinking and Innovations, IIC 3.0

GENERAL INSTRUCTIONS FOR THE PARTICIPANTS

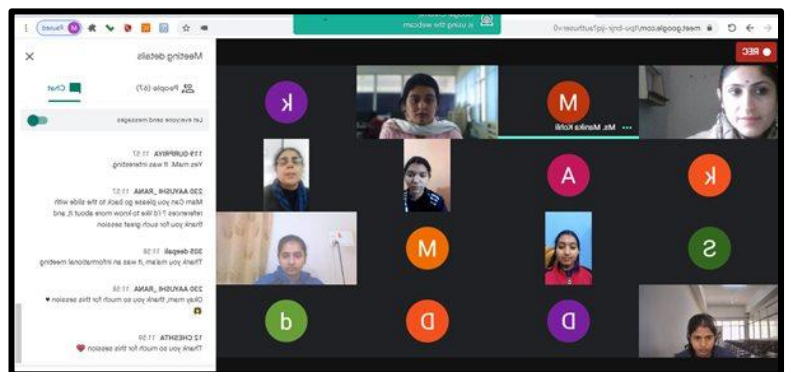
- ✦ The session will begin at 11:00 a.m. sharp.
- ✦ Join the session five minutes prior to the scheduled time through your Institutional Id.
- ✦ Only first hundred participants will be allowed to join.
- ✦ Remain on Mute Mode and switch off your personal video throughout the session.
- ✦ Attendance Form will be shared in the Chat box during the webinar. It will be available for half an hour.
- ✦ Meeting Link: <https://meet.google.com/afm-afm-afm>

Dr. Manika Kohli
Ms. Priyanka
Coordinator(s)

Dr. Neetu
Convener, IIC

Dr. Indu Arora
Vice President, IIC

Dr. Nisha Bhargava
President (IIC) & Principal



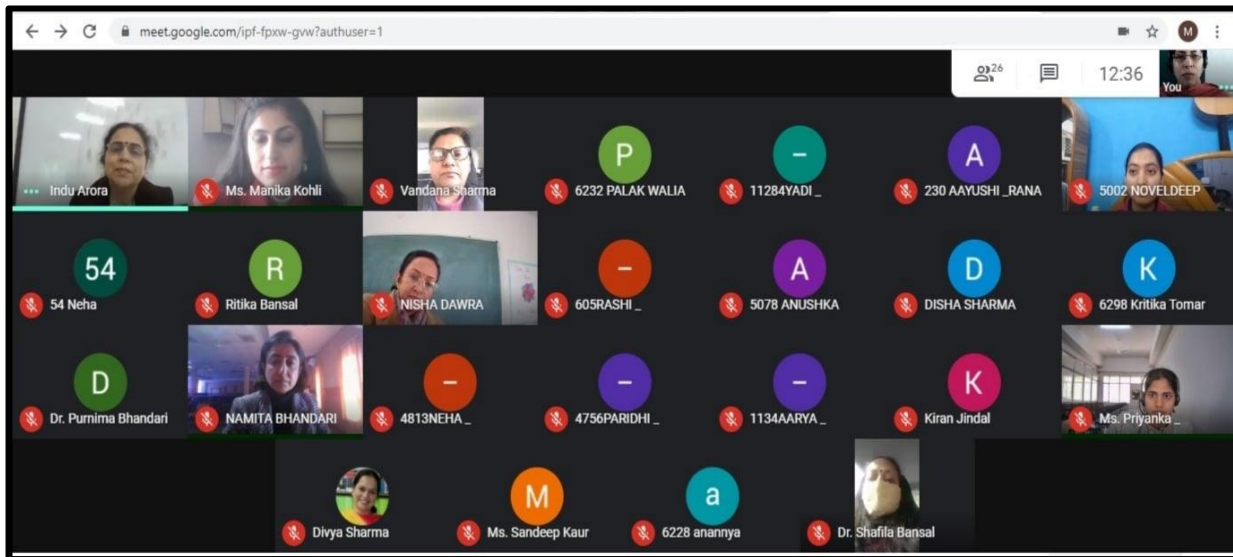
Stage 1: Empathize - How you Empathize?

The slide features a central diagram of an Empathy Map. The map is a circle with a person's face in the center. Surrounding the face are four quadrants: 'THINK' (top), 'HEAR' (right), 'SMELL/TASTE' (bottom), and 'FEEL' (left). Each quadrant contains various icons and text representing user needs and pain points. The word 'NEEDS' is written at the bottom of the map.

- **EMPATHY MAP** - By asking the three questions - **What? How? Why?**
- Review your **one-to-one interview sessions, notes, pictures, audio, and video** from your research/field work and fill out four quadrants
- Synthesize **NEEDS** - Define your design challenge
- Synthesize **INSIGHTS** - From contradictions that you observed; Asking yourself "Why?"

Review Meet for Quarter 2 and planning of Quarter 3 (18 January 2021)

The review meeting of IIC 3.0 of MCM DAV College for Women was held on 18 January 2021 to review the activities done and plan activities for the future quarters.



Online Workshop on "Business Model Canvas" (1 February 2021)

An Online Workshop was conducted by the Institution's Innovation Council (IIC 3.0) on the topic 'Business Model Canvas' on 1 February 2021. The resource person for the event was Dr. Manika Kohli, Assistant Professor, Department of Commerce, Mehr Chand Mahajan DAV College for Women, Chandigarh. A total of 101 students and 07 faculty members attended the event through Google Meet and YouTube live streaming platform.

The workshop provided a thorough insight to the students on the art of writing a business plan through practical examples. The session also apprised the students about how to pitch a business proposal to prospective investors. Further, each component of the Business Model Canvas was discussed by the speaker using examples from the industry. The participants were also apprised about how the feasibility/viability of an idea can be checked by conducting feasibility analysis. The speaker thoroughly explained all the steps of conducting a feasibility study - starting from checking the prima facie feasibility of the idea to conducting the market/demand analysis, thereafter judging whether the product/service is technically viable, and at the end computing the financial feasibility. The art of preparing a business pitch was also shared using a practical example.

The session was concluded with a very interesting activity to prepare a business model for a proposed product/service by the participants which provided hands-on training to the students on preparing a Business Model Canvas. The students actively participated in the workshop and found the session very interesting and informative.



Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh
www.mcmdavcwchd.edu.in



Institution's Innovation Council 3.0

Organizes

Workshop on Business Model Canvas

Date
1st February 2021

Time
12:00 PM onwards



Dr. Manika Kohli

Assistant Professor, Department of Commerce

GENERAL INSTRUCTIONS FOR THE PARTICIPANTS

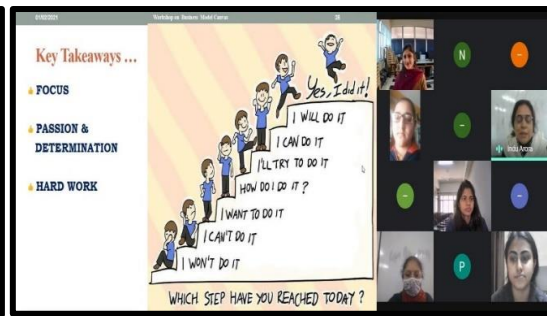
- ❖ The session will begin at 12.00 p.m. sharp.
- ❖ Join the session five minutes prior to the scheduled time through your Institutional Id.
- ❖ Only first hundred participants will be allowed to join.
- ❖ Remain on Mute Mode and switch off your personal video throughout the session.
- ❖ Attendance Form will be shared in the Chat box during the webinar. It will be available for half an hour.
- ❖ Meeting Link: <https://zoom.us/j/9411414141>

Ms Priyanka
Ms Sandeep Kaur
Coordinator

Dr. Neetu
Convener, IIC

Dr. Indu Arora
Vice President, IIC

Dr. Nisha Bhargava
President (IIC) & Principal



Virtual Workshop on “Entrepreneurship Development in Beekeeping” (6 February 2021)

Beekeeping has a rich and vibrant history and has a potential to be used successfully as a development tool. This workshop was organized in recognition of the importance of honey bees for sustainable agriculture and entrepreneurship development. The resource person, Prof. Vinod K. Mattu introduced participants to the fascinating world of honeybees and discussed the methods of rearing and management of bees for production of different products like honey, bees wax, royal jelly, propolis, bee venom, pollen and so on. He described beekeeping as a non-land based income generating activity which has the potential to promote integrated rural development and self-employment. Bees and beekeeping provide free ecosystem services in the form of cross pollination which not only enhances productivity of crops but also helps preserve biodiversity through propagation of wild flora. Further he discussed about the benefits of the direct value of hive products providing opportunity for small, medium and large scale farming. He emphasized that our country is rich in flora and fauna and beekeeping in this regard could help solve the problem of malnutrition too. For this just a little investment was required for establishing infrastructure and no special storage facility was required. Hive products have high value and can help promote foreign exchange. Prof. Mattu discussed about various institutes providing training for beekeeping and motivated students to opt for self-employment. Further, Dr. Neelam Mattu expressed serious concern over declining population of bees because of the loss of flowering plants and emphasized upon restoring the floral diversity. She encouraged students to put their best efforts into whatever they plan to do in their lives. This interactive workshop aimed to channelize the energy of young students by motivating them to work on new ideas creating start-ups and entrepreneurial ventures resulting in self-employment.

**Mehr Chand Mahajan
DAV College for Women
Sector 36-A, Chandigarh (U.T.)**




**INSTITUTION'S
INNOVATION
COUNCIL**

How to become a BEEKEEPER ?



Department of Zoology
Under the aegis of
Institution's Innovation Council 3.0
Organizes
VIRTUAL WORKSHOP on
Entrepreneurship development in beekeeping


Resource persons:
Prof. Vinod K. Mattu (Prof. Emeritus) & Dr. Neelam Mattu
Department of Biosciences, H.P. University, Shimla

Click below on 6 February, 2021 to join us on Google Meet
meet.google.com/vvq-domf-hvj
Session-I: 2.30 pm - 3.30 pm & Session-II: 3.30 pm - 4.30 pm

Co-coordinators: Dr. Divya Sharma & Ms. Kadambari Pathania

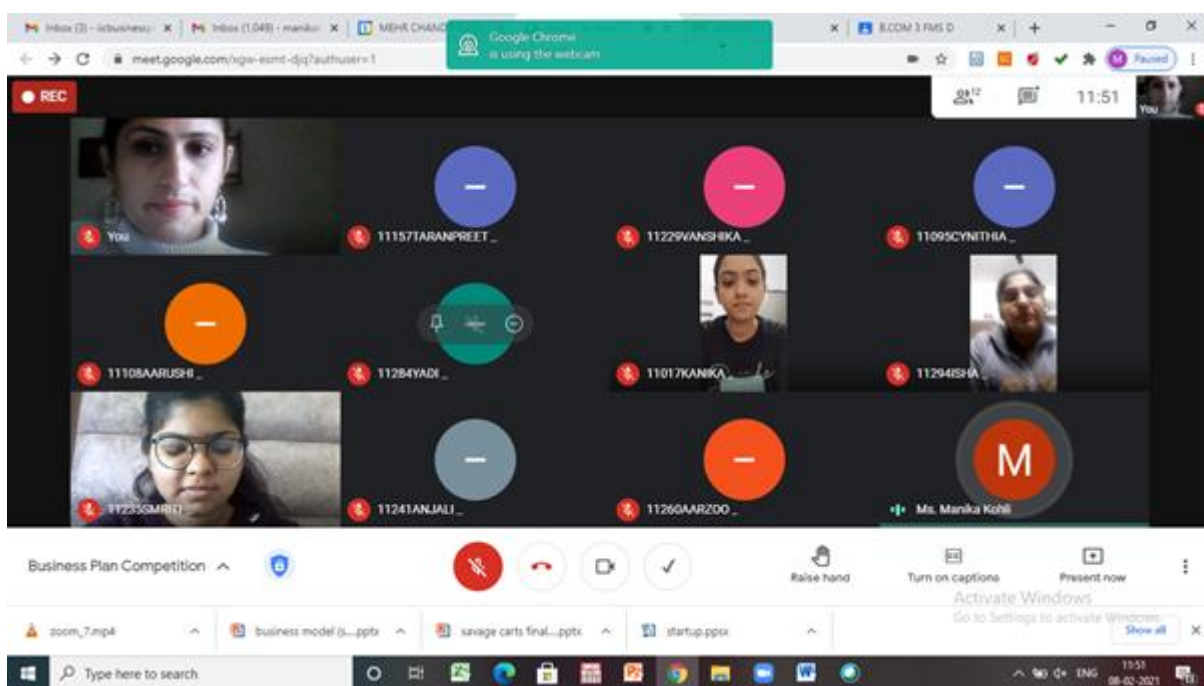
Dr. Neetu & Dr. Sarabjeet Kaur | **Dr. Indu Arora** | **Dr. Nisha Bhargava**
Coordinators | Vice President, IIC@MCM | Principal & President, IIC@MCM

ENTREPRENEURSHIP DEVELOPMENT IN BEEKEEPING (2021-02-06 at 01:03 GMT-8)



Business Plan/Prototype Competition to Invite Innovative Business Models from Students (8 February 2021)

A Business Plan/Prototype Competition was organized by the Institution's Innovation Council (IIC 3.0) on 8 February 2021. Dr. Manika Kohli, Assistant Professor, Mehr Chand Mahajan DAV College for Women conducted the competition. Around 20 students participated in the competition. Around 20 students actively participated in the competition. The agenda of the event was to encourage the entrepreneurial pursuits of the students and give a practical shape to their ideas. The participants prepared business plan/business model canvas on innovative ideas of start-ups. The activity provided an insight to the students on how to pitch a business proposal to prospective investors. The students actively participated in the question-answer session and found the activity very interesting and fruitful. The Principal of the college, Dr. Nisha Bhargava, appreciated the efforts of Institution's Innovation Council and said that the college would continue to inculcate innovation and entrepreneurship culture in the students through such initiatives. Cash prizes were awarded to the top three teams. The zeal, enthusiasm, and participation of the students made the activity a success.



Online Session on ‘How to plan for Startup, Legal and Ethical Issues?’ (8 February 2021)

An online session was organised by the Institution’s Innovation Council (IIC 3.0) on the topic ‘How to plan for Startup, Legal and Ethical Issues?’. The resource person for the event was Mr. Anubhav Gupta, Head Taxation, Khurana & Khurana Advocates and IP Attorneys. A total of 88 students and 19 faculty members attended the event through Google Meet and live streaming of the session through YouTube. The session apprised the students about startups and how to setup a startup. Mr. Gupta discussed the legal and ethical issues to ponder upon while planning and starting a Start-up. He also explained how the students and faculty at higher educational institutions can convert their ideas into startups and become job-creators rather than job-seekers. In the end, the students were encouraged and motivated to come up with innovative ideas and business plans so as to promote start-up and innovation culture at the institution. The session was interesting and informative, and the examples quoted by the resource person were highly relevant in the context of the topic.

Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh
www.mcmdavcwchd.edu.in
Institution's Innovation Council (IIC)

Organizes
An Online Session on
How to plan for Startup, Legal and Ethical Issues?
by
Mr. Anubhav Gupta
Head Taxation, Khurana & Khurana
On February 8, 2021 12.30 pm onwards

GENERAL INSTRUCTIONS FOR THE PARTICIPANTS

The session will begin at 12.30 p.m. sharp.

Join the session five minutes prior to the scheduled time through your Institutional Id.

Only first hundred participants will be allowed to join. Students who fail to join the Google Meet can attend the event on YouTube Live Streaming which will be shared on the spot.

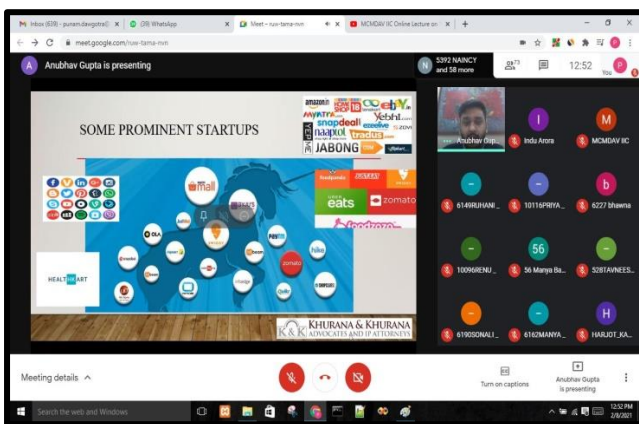
Remain on Mute Mode and switch off your personal video throughout the session.

In case of any problem or query during the session, post it in the chat box.

Attendance Form will be shared in the Chat box during the webinar. It will be available for half an hour.

Meeting Link: <https://meet.google.com/ruw-tama-nvn>

| | | |
|--------------------------------|--|---|
| Ms Punam Coordinator | Dr. Indu Arora Vice President, IIC | Dr. Nisha Bhargava Principal & President, IIC |
|--------------------------------|--|---|



Virtual Workshop "Atamanirbharta" - An Entrepreneurial Journey (9 April 2021)

A virtual Workshop was conducted by the Institution's Innovation Council (IIC 3.0) on the topic "Atamnirbharta"- An Entrepreneurial Journey. The resource persons for the event were Ms. Alisha Gupta, Bakecstasy and Ms. Banipreet Kaur, BakeShop by Bani. A total of 190 students and 10 faculty members attended the event through Google Meet and YouTube live streaming platform. The session was a great endeavor to acquaint the participants with the efforts undertaken by an entrepreneur to start a successful venture. Ms. Alisha shared her experience and journey of growth from baking customized cakes at small scale to turning into a successful venture at present. She also shared how she used various social platforms to attract attention of clients. Ms. Banipreet Kaur also shared that how her offer of customized cakes let her cater to the specific needs of her customers. The resource persons emphasized that hard work, skill, risk-taking ability, creativity, connectivity and execution-oriented planning are essential attributes for an entrepreneur to grow a successful startup. The session was very engaging and inspiring.

Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh (U.T.)

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiatives)

Institution's Innovation Council 3.0
Organises
Virtual Workshop
"Atamnirbharta"
An Entrepreneurial Journey

Date: 09.04.21 | Time: 12:00-14:00

Alisha Gupta,
Bakecstasy

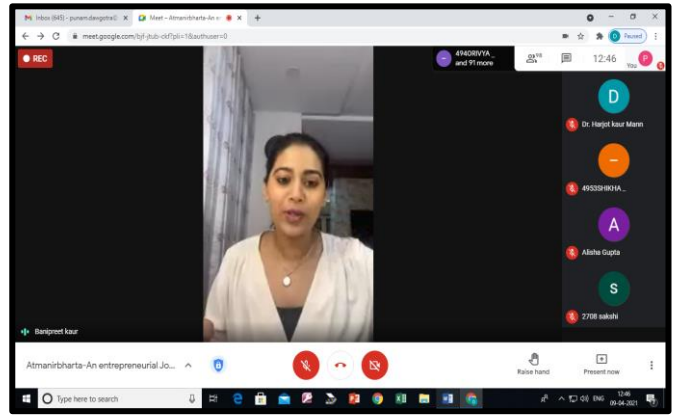
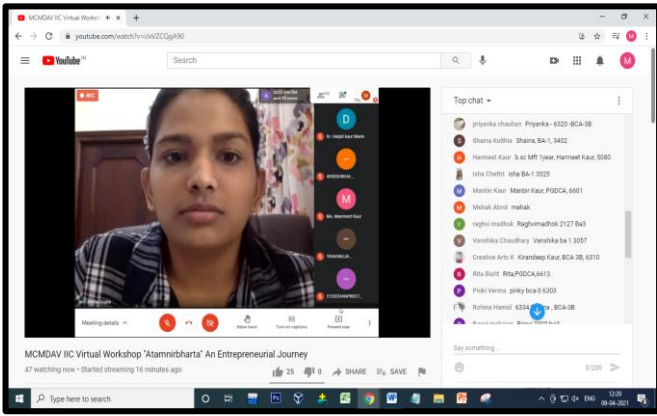
Banipreet Kaur,
BakeShop by Bani

Google Meet link- <https://meet.google.com/bjf-jtub-ckf>
Kindly join the meeting by 11:50 am

Ms. Punam & Dr. Harjot Kaur Mann
Coordinators

Dr. Indu Arora
Vice President, IIC @ MCM

Dr. Nisha Bhargava
Principal & President, IIC @ MCM



Virtual workshop on Marketing Strategies & Funding Options (22 April 2021)

A virtual workshop was conducted by the Institution's Innovation Council (IIC 3.0) on the topic 'Marketing Strategies and Funding Options for Entrepreneurs'. The resource persons for the event were Dr. Arshdeep Kaur, Innovation Ambassador, IIC 3.0 and Dr. Namita Bhandari, Innovation Ambassador, IIC 3.0. A total of 247 students and 07 faculty members attended the event through Google Meet and YouTube live streaming platform. The workshop was a wonderful attempt towards acquainting the participants with various marketing and funding options for entrepreneurs. Marketing strategies were well explained by Dr. Namita Bhandari emphasizing on the differences between marketing and selling concept through various examples and engaging participants at the same time. Further, the concept of STP, i.e., segmenting, targeting, and positioning was also elucidated in detail. Dr. Arshdeep Kaur deliberated on funding options for entrepreneurs viz., equity and debt financing, bootstrapping, angel investors, venture capital and family/friends, whereby the participants were apprised about the various sources of funds available for venturing into a startup. Additionally, some prominent angel investors and venture capital firms in India were also discussed by the speaker. Overall, the sessions were very interactive and insightful.



**MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN
SECTOR 36-A, CHANDIGARH**



**Institution's Innovation Council 3.0
Organises
Virtual Workshop
on**



Dr. Arshdeep Kaur
Innovation Ambassador

**MARKETING STRATEGIES & FUNDING OPTIONS
FOR ENTREPRENEURS**

DATE- 22.04.2021 TIME- 11.30 AM Onwards

GOOGLE MEET LINK- <https://meet.google.com/cec-vegb-gpq>

Kindly join the meeting by 11.20 AM

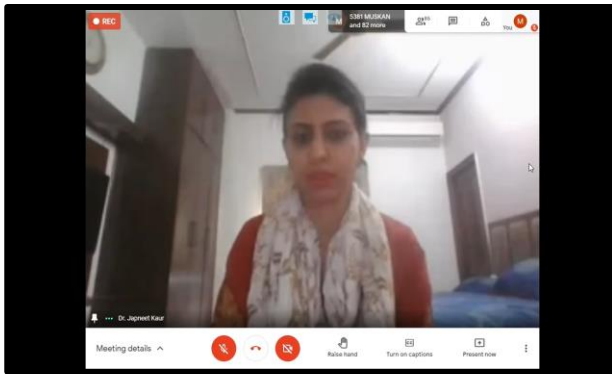


Dr. Namita Bhandari
Innovation Ambassador

Dr. Japneet Kaur
Ms. Sandeep Kaur
COORDINATORS

Dr. Indu Arora
VICE PRESIDENT, IIC @MCM

Dr. Nisha Bhargava
PRINCIPAL & PRESIDENT, IIC @MCM



“From your Ph.D/Masters Thesis to a start-up”: MIC Activity (23 April 2021)

A talk session was conducted by the MoE’s Innovation Cell (MIC) on the topic “From your Ph.D/Masters Thesis to a start-up”. The resource person for the event was Dr. Anand Deshpande, Founder and CMD, Persistent Systems. The session was chaired by Prof Anil D.Sahashrabuddhe, Chairman, AICTE and Dr. M.P. Poonia, Vice-Chairman, AICTE was the Guest of Honour. A total of 24 faculty members and 6 students attended the event through YouTube live streaming platform. The session was a great endeavor to acquaint the participants who are undergoing PhD and MPhil courses with various aspects of starting start-ups and becoming entrepreneurs. Overall, the session was very informative and inspirational. The faculty members found the session especially interesting since they got the knowledge about putting their research experience in guiding students to becoming entrepreneurs.

Ministry of Education
Government of India

MoE's
INNOVATION CELL
(GOVERNMENT OF INDIA)

AICTE

Talk by
Dr. Anand Deshpande
on
**From your Ph.D/ Masters
Thesis to a start-up**
Friday 23rd April 2021 at 11.00 AM

JOIN US ON
YouTube LIVE /mhrdinnovationcell

Speaker
Dr. Anand Deshpande
Founder
Chairman and Managing Director
Persistent Systems

Session Chair
Prof Anil D. Sahashrabuddhe
Chairman, AICTE

GUEST OF HONOUR:

Dr. M.P. Poonia
Vice Chairman
AICTE

Prof. Rajive Kumar
Member Secretary
AICTE

Dr. Abhay Jere
Chief Innovation Officer
MoE's Innovation Cell

You can ask your queries directly to the speaker
in youtube comment during live session

Follow us on www.twitter.com/mhrd_innovation

Awareness Session on Start-Up and its Challenges (26 April 2021)

An awareness session was conducted by the Institution's Innovation Council (IIC 3.0) in collaboration with the Start-up Cell on the topic 'Start-up and its Challenges'. The resource person for the event was Mr. Paramdeep Singh Anand, CEO, Field Assist. A total of 255 students and 05 faculty members attended the event through Google Meet and YouTube live streaming platform. The session was a great endeavor to acquaint the participants with various challenges associated with start-ups for entrepreneurs. He urged upon the need to predefine vision, mission and goals before venturing into a start-up. The resource person also emphasized certain attributes, such as empathy, risk-taking ability, execution-oriented approach, etc. which an entrepreneur needs to possess to be successful. Further, the problems faced by entrepreneurs and reasons for the failure of start-ups were also discussed. Finally, numerous privileges available for the students for venturing into a start-up were also elucidated. Overall, the session was very interactive and intuitive. The session raised the awareness level of the students in the field of start-ups.



MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN
SECTOR 36-A, CHANDIGARH (U.T.)
www.mcmdavcwchd.edu.in



Institution's Innovation Council 3.0
in collaboration with the Start-up Cell
Organizes
Awareness Session
on
START-UP AND ITS CHALLENGES

by
Sh. Paramdeep Singh Anand, CEO, FieldAssist



DATE: 26 April 2021

TIME: 10.30 am onwards

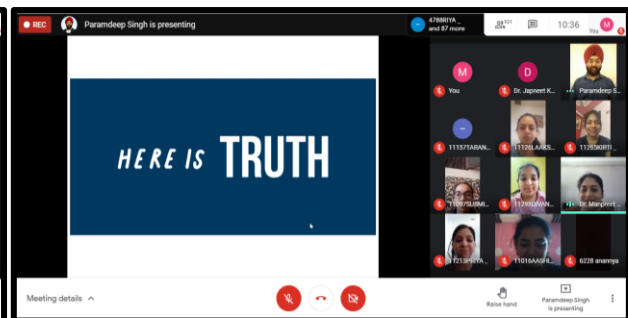
GOOGLE MEET LINK: <https://meet.google.com/ibd-pnoe-uce>
(Kindly join the meeting by 10.20 am)

Dr. Manpreet Kaur
Dr. Japneet Kaur
Ms. Manmeet Kaur
COORDINATORS

Dr. Neetu
CONVENER
IIC@MCM

Dr. Indu Arora
VICE PRESIDENT
IIC@MCM

Dr. Nisha Bhargava
PRINCIPAL &
PRESIDENT, IIC@MCM




Session on Why IP is important in academia? (26 April 2021)

World IP Day Special Session was organized by MoE's Innovation Cell on the topic "Why IP is important in academia?". The resource person for the event was Dr. Abhay Jere, CIO MoE's Innovation Cell (MIC) and Dr. Mohit Gambhir, Innovation Director MIC. A total of 4 students and 7 faculty members attended the event through YouTube live streaming. Higher education institutes were encouraged to develop an ecosystem so that students may identify their ideas and grow as entrepreneurs. Dr. Jere urged upon the need to redefine vision and mission to focus on innovation, product development and startups. Dr. Mohit Gambhir stressed upon the need to develop a knowledge-oriented economy and the role of research institutions in making India a country that invests its efforts in innovation.



Webinar on Innovations & IPRs in Chemical Industry (10 May 2021)

An awareness session was conducted by the Institution's Innovation Council (IIC 3.0) on the topic "Innovation and IPR's in Chemical Industry". The resource person for the event was Mr. Manish Sharma, Senior Manager, Winsome IP Solutions. A total of 170 students and 20 faculty members attended the event through Google Meet and YouTube live streaming platform. The session was a great endeavor to acquaint the participants with various challenges associated with intellectual property rights and information regarding patents. He discussed patents and how it is important for any proprietor or industry. The resource person also emphasized on certain attributes, such as process to file a patent, FTF system, means of protecting a patent, etc. Further, the problems faced by a few persons while filing patent were also discussed. The speaker satisfied the queries and doubts of the participants



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INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of HRD Initiative)

Institution's Innovation Council 3.0
organizes
WEBINAR
on
Innovations & IPRs in Chemical Industry



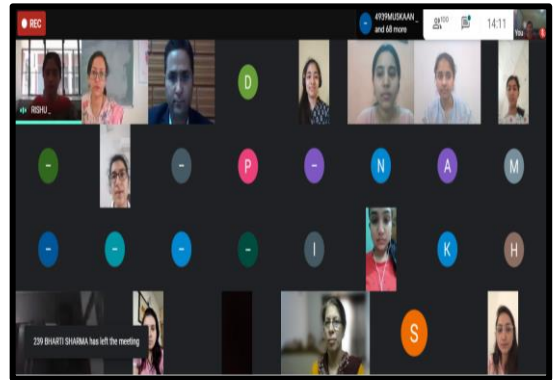
SPEAKER:- Mr. Manish Sharma
Senior Manager
Winsome IP Solutions

Date: 10/05/2021

Time: 2:00-3:30 pm

Google Meet link: <https://meet.google.com/hwj-zwez-yfg>
Kindly join the meeting by 1:50 pm

| | | | | |
|--|---|---|--|---|
| <p>Ms. Palak Ms. Priya Ms. Malika Student coordinators</p> | <p>Dr. Nisha Dawra Dr. Rishu COORDINATORS IIC@MCM</p> | <p>Dr. Neetu CONVENER IIC@MCM</p> | <p>Dr. Indu Arora VICE PRESIDENT IIC@MCM</p> | <p>Dr. Nisha Bhargava PRESIDENT IIC@MCM</p> |
|--|---|---|--|---|



Session on Prototype Validation-Converting Prototype into a Startup on (25 May 2021)

A session was conducted by the Institution's Innovation Council (IIC 3.0) on the topic 'Prototype Validation - Converting Prototype into a Startup'. The resource person for the event was Dr. Manika Kohli, Assistant Professor, Department of Commerce, Mehr Chand Mahajan DAV College for Women, Chandigarh. A total of 128 students and 10 faculty members attended the event through Google Meet and YouTube live streaming platform. The session provided a thorough insight to the students into the meaning and relevance of building a prototype through practical examples. The session also apprised the students about how important prototype validation is to pitch one's business idea to prospective investors. Further, various real life examples were discussed by the speaker. Examples of well-known companies were also used which students found relevant as well as relatable. The students actively participated in the session and found the session very interesting and informative.



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Institution's Innovation Council 3.0
Organizes
**Session on Prototype Validation-
Converting Prototype into a Startup**

Date
17th May 2021

Time
12:00 noon
onwards

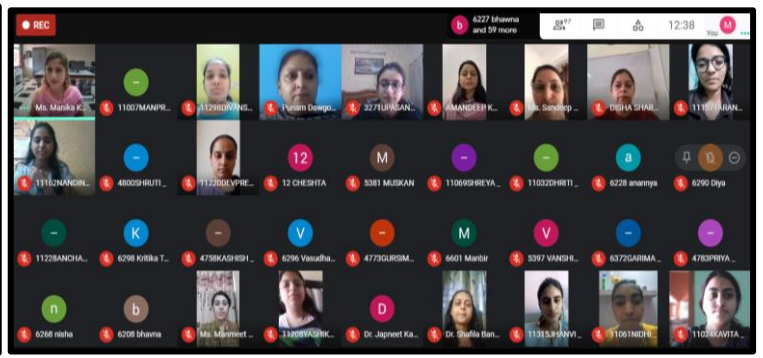
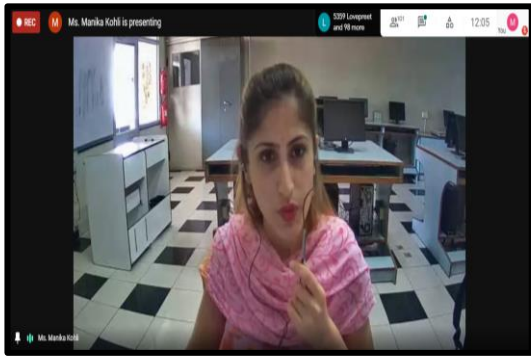


Dr. Manika Kohli
Assistant Professor, Department of Commerce

GENERAL INSTRUCTIONS FOR THE PARTICIPANTS

- ❖ The session will begin at 12.00 noon sharp.
- ❖ Join the session five minutes prior to the scheduled time through your Institutional Id.
- ❖ Only first hundred participants will be allowed to join. Rest of the participants can join through YouTube live streaming.
- ❖ Remain on mute mode and switch off your personal video throughout the session.
- ❖ Attendance Form will be shared in the chat box during the workshop. It will be available for half an hour.
- ❖ Meeting link: <https://meet.google.com/gk-brw-mbe>

| | | | |
|------------------------|----------------------|----------------------------|--|
| <i>Ms Punam</i> | <i>Dr. Neetu</i> | <i>Dr. Indu Arora</i> | <i>Dr. Nisha Bhargava</i> |
| <i>Ms Manmeet Kaur</i> | <i>Convener, IIC</i> | <i>Vice President, IIC</i> | <i>President (IIC) & Principal</i> |
| <i>Ms Sandeep Kaur</i> | | | |
| <i>Coordinators</i> | | | |



**Online Awareness Session on Accelerators/Incubators- Opportunities
for Students and Faculty (Early-Stage Entrepreneurs)
(27 May 2021)**

An online awareness session on ‘Accelerators/Incubators- Opportunities for Students and Faculty (Early-Stage Entrepreneurs)’ was organized by the IIC, Mehr Chand Mahajan DAV College for Women on 27 May 2021 to familiarize students with the role of accelerators and incubators in promoting entrepreneurship. The resource person for the session was Mr. Satyendra Singh, Chief Executive Officer-Technology Business Incubator at IISER Mohali. As many as 268 students from undergraduate and graduate streams of sciences and 18 faculty members attended the session. Mr. Satyendra Singh introduced the concept of entrepreneurship to the participants by discussing various factors, risks and rewards associated with creating a start-up. The participants were briefed about the personal and social barriers they need to overcome and the qualities they require to develop in order to see their start-ups thrive. Mr. Singh continued by talking in detail about business incubators and their significance in overcoming the numerous hurdles an entrepreneur might face during the early stages of his/her venture. He discussed the active involvement of the Government of India in encouraging and motivating people to come up with ideas and creating start-ups that would contribute to the community. He highlighted that India is ranked 2nd among global start-up systems. This is due to the fact that the Government of India has set up numerous accelerators/incubators in educational institutes all over the country so as to motivate students to come up with creative start-up ideas and to make the process of setting up and building a successful start-up easier. He informed that there are several schemes available specifically for women which would help them with their business planning. Mr. Singh gave a list of academic incubators in and around Chandigarh which included the incubator at IISER Mohali -iRISE (Raising Innovative and Sustainable Enterprises). He encouraged students as well as the faculty members to be creative and innovative, and come up with sustainable ideas which would help the community grow and improve. The session ended with an interactive question and answer session round with all the participants. Mr. Singh encouraged participants to send their innovative


ideas to him through IIC of the college to further explore the opportunities that they can avail.



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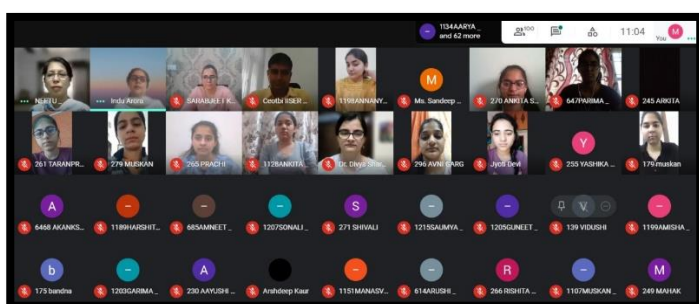
Institution's Innovation Council 3.0
Organizes
An Online Awareness Session
On
**Accelerators/Incubators-
Opportunities for Students & Faculty
(Early-Stage Entrepreneurs)**
by
Sh. Satyendra Singh
CEO, Technology Business Incubator, IISER, Mohali



DATE: 27 May 2021 **TIME: 11.00 am onwards**

GOOGLE MEET LINK: <http://meet.google.com/unj-qmff-puk>
(Kindly join the meeting by 10.50 am)

| | | | |
|---------------------------|------------------|-----------------------|---------------------------|
| <i>Dr. Sarabjeet Kaur</i> | | | |
| <i>Dr. Divya Sharma</i> | | | |
| <i>Ms. Manmeet Kaur</i> | | | |
| COORDINATORS | | | |
| | <i>Dr. Neetu</i> | <i>Dr. Indu Arora</i> | <i>Dr. Nisha Bhargava</i> |
| | CONVENER | VICE PRESIDENT | PRINCIPAL & |
| | IIC@MCM | IIC@MCM | PRESIDENT, IIC@MCM |



Webinar on Lean Startup and Minimum Viable Product or Business (27 May 2021)

An online session was conducted by the Institution's Innovation Council (IIC 3.0) on the topic "Lean Startup and Minimum Viable Product/Business". The resource person for the lecture was Prof (Dr.) Raj Kumar Singh, Dean (R&D), HOD (Department of Commerce) and Chairperson (Centre for Entrepreneurship, Innovation and Skill Development), School of Management Sciences, Varanasi. A total of 129 students and 12 faculty members attended the webinar through Google meet link and YouTube live streaming platform. The lecture provided a thorough insight into the meaning of lean startup and how it is different from start up. The resource person also discussed the need for more startups in a developing country like India where the percentage of successful startups is just 10 percent and around 70 percent of the businesses fail to second generation and around 90 percent to third generation due to lack of innovation, feasibility analysis, poor succession planning, etc. The resource person also emphasized the need for startups as economic growth drivers, employment generators, skill and service development measures, increasing exports, balanced regional development, etc.

Further, the speaker discussed that the right way to do Minimum Viable Product or business (MVP) is to add value to the products. He supported his statement with example of manufacturing cycle first and then adding value to it in form of a normal motorcycle and then its modified forms. According to the speaker, the correct way to plan Minimum Viable Product is through identification and understanding the problem. Further, various real life examples were also discussed on lean startups and Minimum Viable Product to which the students could easily relate to. The speaker also emphasized on design thinking for innovation for lean startups. The students actively participated in the session. They raised various questions and discussed their doubts with the speaker and found the session very informative and interesting. Overall, it was an extremely interactive and insightful session where students acquired enormous knowledge and information on lean startups and Minimum Viable Product/Business supported with various practical examples. This lecture was certainly of great help for the students aiming to create lean startups and

entrepreneurship ventures.



Mehr Chand Mahajan DAV College for Women

Sector 36-A, Chandigarh
www.mcmandavcwchd.edu.in



Institution's Innovation Council 3.0

Organizes
Webinar on
"Lean Startup and Minimum Viable Product/Business"

Date
27th May 2021

Time
12:00 noon
onwards



Prof.(Dr.) Raj Kumar Singh
Dean (R&D) & HOD (Department of Commerce)
Chairperson, Centre For Entrepreneurship,
Innovation & Skill Development School of Management Sciences, Varanasi, India

GENERAL INSTRUCTIONS FOR THE PARTICIPANTS

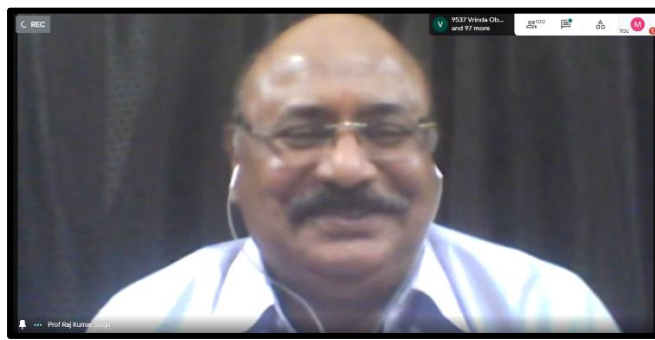
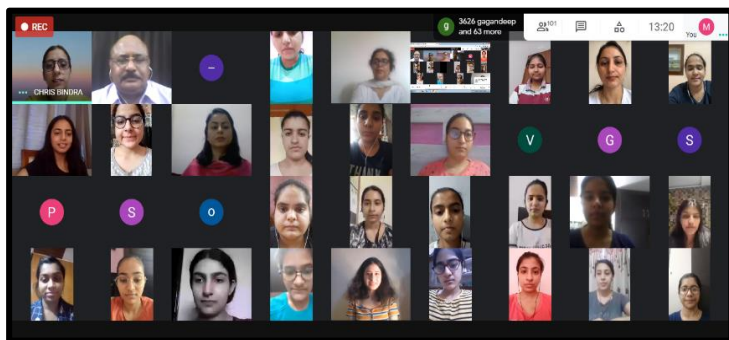
- ❖ The session will begin at 12.00 noon sharp.
- ❖ Join the session five minutes prior to the scheduled time through your Institutional Id.
- ❖ Only first hundred participants will be allowed to join. Rest of the participants can join through YouTube live streaming.
- ❖ Remain on mute mode and switch off your personal video throughout the session.
- ❖ Attendance Form will be shared in the chat box during the workshop. It will be available for half an hour.
- ❖ Meeting link: <https://meet.google.com/gpz-iued-dpa>

Dr Amandeep Kaur
Ms Chris Bindra
Ms Manmeet Kaur
Coordinators

Dr. Neetu
Convener, IIC

Dr. Indu Arora
Vice President, IIC

Dr. Nisha Bhargava
President (IIC) & Principal



Webinar on Intellectual Property Rights and Patents (28 May 2021)

A session was conducted by the Institution's Innovation Council (IIC 3.0) on the topic 'Intellectual Property Rights and Patents'. The resource person for the event was Mr. Rakesh Kumar Kushwaha, Assistant Controller of Patents and Designs of Electrical Section in Indian Patent Office, New Delhi under the Ministry of Commerce and Industry, GOI. A total of 153 students and 5 faculty members attended the event through Google Meet and YouTube live streaming platform. The session provided a thorough insight to the students into the points on which patent jurisdiction focuses for clearing any patent file, and rights granted to the creators of patents through practical examples. The session also apprised the students on how important prototype validation is to pitch one's business idea to prospective investors. Further, various real life examples were discussed by the speaker to illustrate various IPR's connected with an item. Students also gained knowledge about the different criteria which an invention should have to file it as a patent. The session equipped the students with the knowledge of steps to file a patent, fee structure, time to grant a patent, different stages a file passes through and what rights are associated with it. Overall, the session was very interactive and insightful.

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Sector 36-A, Chandigarh
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Institution's Innovation Council 3.0
Organizes
Webinar on
"Intellectual Property Rights and Patents"

Mr. Rakesh Kumar Kushwaha
Assistant Controller of Patents and Designs Electrical Section
(IPO DELHI)

GENERAL INSTRUCTIONS FOR THE PARTICIPANTS

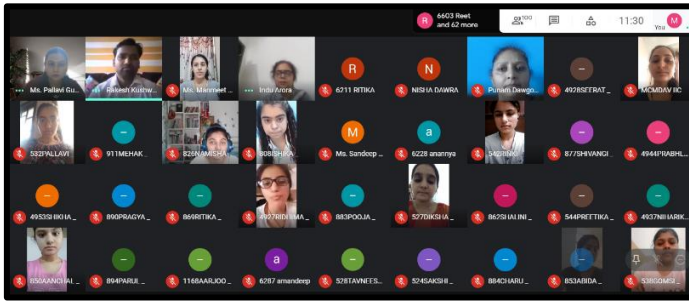
- ✦ The session will begin at 11.30 noon sharp.
- ✦ Join the session five minutes prior to the scheduled time through your Institutional Id.
- ✦ Only first hundred participants will be allowed to join. Rest of the participants can join through YouTube live streaming.
- ✦ Remain on mute mode and switch off your personal video throughout the session.
- ✦ Attendance Form will be shared in the chat box during the workshop. It will be available for half an hour.
- ✦ Meeting link: <https://meet.google.com/wod-ktmf-yzz>

Dr. Pallavi Gupta
Ms. Meenakshi
Ms. Manmeet
Coordinators

Dr. Neetu
Convener IIC@MCM

Dr. Indu Arora
Vice President IIC@MCM

Dr. Nisha Bhargava
Principal & President, IIC@MCM



**Webinar on Angel Investment-Venture Capital Funding Opportunities
for Early Stage Entrepreneurs
(29 May 2021)**

A webinar was conducted by the Institution's Innovation Council (IIC 3.0) on the topic 'Angel Investing/Venture Capital Funding Opportunities for Early Stage Entrepreneurs'. The resource person for the event was Mr. Dinesh Duggal, Ex-Banker and Freelancer. A total of 260 students and 06 faculty members attended the event through Google Meet and YouTube live streaming platform. The resource person made the participants aware about various funding options for early stage entrepreneurs such as, angel investing, venture capital, crowd funding, etc. The resource person also demonstrated the role of venture capital in the innovation ecosystem. He also discussed the history, importance and process of venture capital in detail. Further, various types of venture capital were also discussed. Finally, numerous leading venture capitalists in India were elucidated. The session was well-received and appreciated by the participants.



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 **INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

Institution's Innovation Council 3.0
Organizes
Webinar
on
**Angel Investment/Venture Capital Funding
Opportunities for Early Stage Entrepreneurs**
by
Sh. Dinesh Duggal
Ex-Banker



DATE: 29th May 2021 **TIME: 11:00 am onwards**

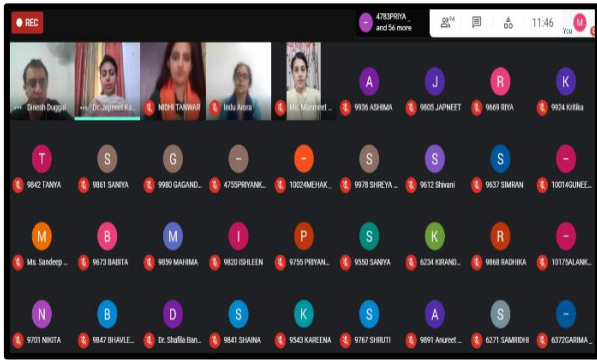
GOOGLE MEET LINK: <https://meet.google.com/mfh-hgyj-nsu>
(Kindly join the meeting by 10.50 am)

Dr. Nidhi Tanwar
Dr. Japneet Kaur
Ms. Sandeep Kaur
COORDINATORS

Dr. Neetu
CONVENER
IIC @MCM

Dr. Indu Arora
VICE PRESIDENT
IIC @MCM

Dr. Nisha Bhargava
PRINCIPAL & PRESIDENT
IIC@MCM



MIC Driven Activity (4 June 2021)

Around 20 faculty member of Institution's Innovation Council (IIC 3.0) at Mehr Chand Mahajan DAV College for Women, Chandigarh attended the orientation session held by MOE's Innovation Cell (MIC) on 4 June 2021 for sensitizing IIC institutions about MIC portal.



Webinar on Social Entrepreneurship (12 June 2021)

A webinar on “Social Entrepreneurship” was conducted on 12 June 2021. It was organized under the aegis of Institution's Innovation Council 3.0. at MCM DAV College for Women. Dr. Arun Bansal, Administrator, Social Substance was the resource person for the session. He is a doctorate in Education, an Environment Enthusiast, a Social Entrepreneur and working for various social causes. The session was very interactive, insightful and one could have many takeaways. The session revolved around the basic understanding of social entrepreneurship and ruled out the barriers of age, gender or qualification in order to be an entrepreneur. He made the participants aware about how the smallest needs or tasks in our society can provide them ideas to be entrepreneur. He made the participants understand how entrepreneurs differ from business men while explaining and giving examples of the top entrepreneurs of our country. Following the basic understanding of the main concept of social entrepreneurship, the resource person discussed the path to become one. He emphasized that it is not as important to follow certain steps but also to answer oneself certain important questions regarding the scope of success or the willingness to take certain risks through the course of that journey. He focused upon the importance of being connected to the goal, connecting with more and more people working in the same field, and planning out the right strategies which can be practically applied. Focusing on the planning and execution, he discussed how important it is to figure out clear goals, timelines, roadmaps, business model along with its components, sustainability of the model, target audience, supply chain of various services and the levels where they should be carried out. Added to all this, he highlighted specific opportunities through various aspects of institutional and social opportunities. Towards the end of the session, he discussed case studies on some recent social contributions taking place in collaborations and working for a sustainable environment. The event saw enthusiastic participation of students and faculty members. Dr Bansal took a keen interest in the ideas that the students and faculty members had regarding social entrepreneurship and answered all their questions. In all, it was a very interactive and enriching experience.



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Institution's Innovation Council 3.0
Organizes
Online Awareness Session
On
Social Entrepreneurship
by
Dr. Arun Bansal
Administrator, Social Substance

DATE: 12 June 2021

TIME: 11.00 am onwards

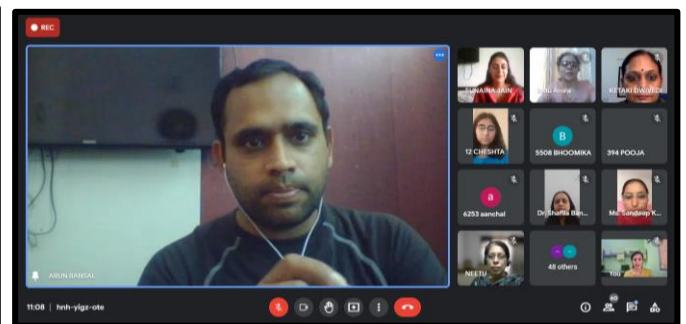
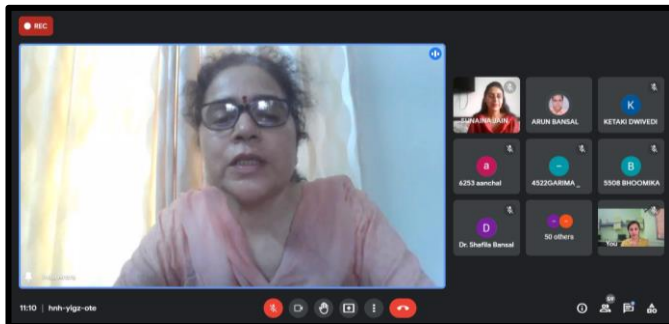
GOOGLE MEET LINK: <https://meet.google.com/hnh-yigz-ote?hs=122&authuser=0>
(Kindly join the meeting by 10.50 am)

Dr. Sunaina Jain
Dr. Ketaki Dwivedi
Ms Manmeet Kaur
COORDINATORS

Dr Neetu
CONVENER
IIC@MCM

Dr. Indu Arora
VICE PRESIDENT
IIC@MCM

Dr. Nisha Bhargava
PRINCIPAL & PRESIDENT
IIC@MCM



**Online awareness sessions by Innovation Ambassadors to promote
Innovation and Entrepreneurship among Youth
(28 June 2021)**

On 28 June 2021, Innovation Ambassador's online awareness sessions were organized for internal college students. Innovation Ambassadors of IIC 3.0 @MCM: Dr Indu Arora and Dr Neetu delivered sessions to promote innovation and entrepreneurship among youth. Around 14 Faculty members and 91 students attended the sessions.

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INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

Institution's Innovation Council (IIC)
Organizes
Online Awareness Sessions
To Promote Innovation And Entrepreneurship Among Youth
By
Innovation Ambassadors

Date: 28th June 2021
Time: 12 Noon onwards

Meet Link
<https://meet.google.com/eze-sbhk-gps>
Kindly join the meeting before 11.50 am

Schedule

Session 1 (12 Noon To 1 P.M.)
Topic: Entrepreneurship Development

Session 2 (1 P.M. To 2 P.M.)
Topic: Pre-incubation and Incubation Management

Dr. Indu Arora
Innovation Ambassador &
Vice President, IIC @MCM

Dr. Neetu
Innovation Ambassador &
Convenor, IIC @MCM

Coordinators:
Dr. Ritika Bansal
Ms. Manmeet Kaur

Dr. Nisha Bhargava
Principal & President, IIC@MCM

Session 1 Topic: Entrepreneurship Development

Resource Person: Dr Indu Arora (Vice President & Innovation Ambassador, IIC 3.0 and HOD, Department of Computer Science and Applications, Mehr Chand Mahajan DAV College for Women, Chandigarh)

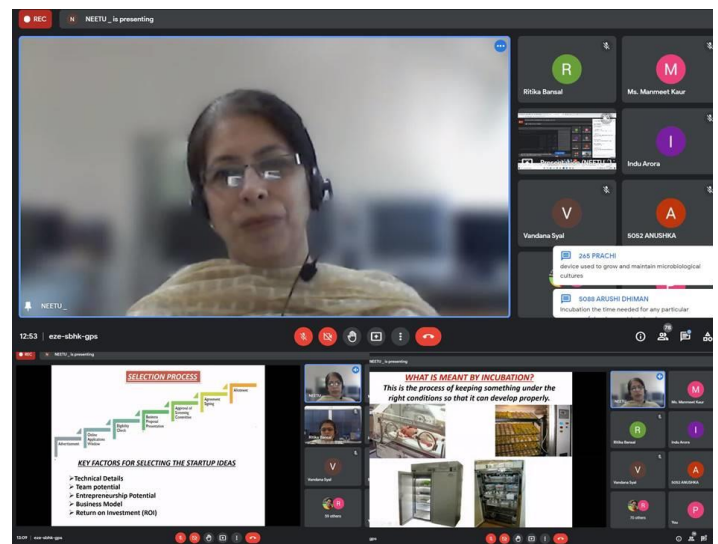
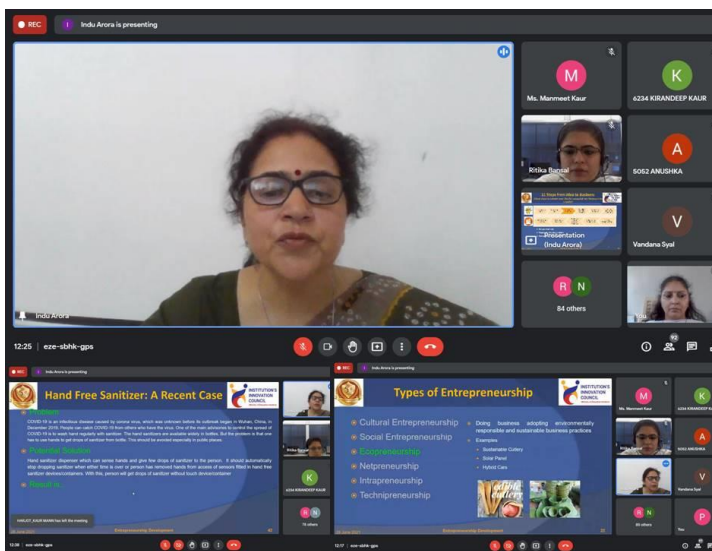
Dr. Indu Arora, Associate Professor, Innovation Ambassador IIC 3.0 and Head of the Department of Computer Science and Applications, was the resource person for the first session. She emphasized on the importance of entrepreneurship by illustrating stories of eminent entrepreneurs like Dhirubhai Ambani, Karsanbhai Patel, Ramesh Babu, Patricia Narayan, Narayan Murthy and Dr. Verghese Kurien. The session accentuated on being an entrepreneur, though compared to a salaried employee, the working hours are long, risks are more, income generation is a slow process but it leads to self-reliance, the path of Atam Nirbhar Bharat. Dr. Indu Arora explained that the success of an entrepreneur depends on the business, technology, ownership and size of business. It demands a creative mind, self-discipline and persistence. The session highlighted the journey of an idea to a business. The stages involved in the process were discussed like conceiving the idea, validation, defining problem and potential solutions, finding mentors or community, target group, writing a business plan and determining capital need. To be an entrepreneur, the need to set up goals and embrace failures were the focal points of the session. The session was very stimulating and motivating for the students.

Session 2 Topic: Pre-Incubation and Incubation Management

Resource Person: Dr. Neetu (Convenor and Innovation Ambassador IIC 3.0 and HOD, Department of Zoology, Mehr Chand Mahajan DAV College for Women, Chandigarh)

The second session under the IIC Online Awareness sessions was conducted by Innovation Ambassador, Dr. Neetu. Dr. Neetu explained the role and importance of pre-incubation and incubation processes as catalysts for innovative entrepreneurs. In the Ideation stage, the ideas need proper nurturing and hand-holding, and incubation centres are established to cater to the needs of the budding start-ups. In a very interesting manner, Dr. Neetu used the analogy of incubation of an egg by hen to explain the meaning of business incubation. She distinguished between the role and meaning of Pre-incubation and Incubation using comparative approach. In the Pre-incubation stage, ideas are vague and need to be streamlined. This stage uses minimum resources; is of short duration; and leads to the prototype stage. On the other hand, in the Incubation stage, there is a flow of ideas with a clear path of progress including the proof of concept. This stage includes

multiple resources, is longer in duration, and leads to Intellectual Property and Prior-to-Scale stage. Dr. Neetu elaborated on the crucial role of institutions to act as innovation drivers and devise mechanisms to ensure maximum exposure to the students through idea contests, hackathons, seminars, conferences, etc. Her presentation gave an insight into the requirements for successful Pre-incubation stage and who can undergo pre-incubation program. The services included in this stage comprise idea screening and refinement, guided mentoring to make idea bankable, progressive evaluation, access to internet and networking. The session also covered a brief history of Business incubation having its roots in the U.S. in 1959. In this highly informative session, Dr. Neetu clearly explained key factors for selecting start-up ideas and the importance of access to funding through agencies like Angel Networks. Her session also included a list of Central Government Institutions for start-up growth and some agencies like Her & Now, Dhriti, Nexus and Start-up Oasis which support women entrepreneurs. Dr. Neetu concluded her session by explaining points regarding the selection of right start-up incubators. Overall, the session was quite beneficial and insightful for the students aiming at creating start-ups and entrepreneurial ventures.



World Entrepreneurs Day Celebration (21 August 2021)

Three events were organized to celebrate the World Entrepreneurs Day.

Event-1: Case Study Competition organized by IIC 3.0

A case study competition was organized on the topic ‘Success or Failure Story of Start-up Founder’. A total of 54 students participated in the event. Problem identification, solutions provided, and challenges faced by start-up founders were discussed by the students in their case studies. Through this activity the students were able to draw meaningful lessons from the success/failure of various start-up founders. Certificate of merit was awarded to the top three entries. **Prize winners????**

The poster is for a case study competition organized by the Institution's Innovation Council 3.0 (IIC 3.0) under the aegis of MOE's Innovation Cell. The event is titled 'World Entrepreneurship Day 21 August, 2021' and focuses on 'Success or Failure Story of Start-up Founders'. It is held at Mehr Chand Mahajan DAV College for Women, Sector 36-A, Chandigarh (U.T.). A starburst graphic on the left states that certificates of merit will be awarded to the top three participants. A 'Note' box on the right provides guidelines: the case study must be 2-3 pages in PDF format, include a photo, and cover problem identification, solutions, and challenges. The deadline is 23 August 2021, 12:00 noon. Contact information for Dr. Manika Kohli (Coordinator), Dr. Indu Arora (Vice President), and Dr. Nisha Bhargava (Principal & President) is provided at the bottom.

Mehr Chand Mahajan DAV College for Women
Sector 36-A, Chandigarh (U.T.)

Institution's Innovation Council 3.0
under the aegis of
MOE's Innovation Cell
celebrates

World Entrepreneurship Day
21 August, 2021

by organizing
Case Study Competition on
Success or Failure Story of Start-up Founders

Send your case study latest by 23 August, 2021, 12:00 noon at
<https://drive.google.com/drive/folders/1IZG2K2OYvQtt6Yp-LMeiYcGHPMKlapp?usp=sharing>

Dr. Manika Kohli
Coordinator

Dr. Indu Arora
Vice President, IIC @ MCM

Dr. Nisha Bhargava
Principal & President, IIC @ MCM

Note:

- The case study must range between 2-3 pages saved in pdf format.
- Click your photo while writing the case study and attach with the document.
- The following points must be covered while writing the case study:
 - Identification of the problem
 - Solutions provided
 - Challenges ahead

Event-2: Expert Lecture on “How to Start a Start-up”

An expert talk was conducted by the Institution’s Innovation Council (IIC 3.0) on the topic ‘How to Start a Start-up’ on 24 August 2021. The resource person for the event was Mr. Abhaynoor Singh, Global Sales Manager, Tynor Orthotics Pvt. Ltd. A total of 54 students and 12 faculty members attended the event through Google Meet. 14 students attended via YouTube live streaming platform. The resource person acquainted the participants about various challenges associated with start-ups for entrepreneurs. He focused upon the need to predefine vision and goals before venturing into a start-up. The

resource person also emphasized on the need to segment the market judiciously in order to be successful. Further, the students raised queries related to venturing into multifaceted areas such as interior designing, marketing, music, etc. which were addressed by the resource person in the best possible manner.



MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN
SECTOR 36-A, CHANDIGARH (U.T.)
www.mcmdavcwchd.edu.in

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education, India)

Institution's Innovation Council 3.0
Organizes
Expert Talk
on
"How to Start a Start Up"
by
Mr. Abhaynoor Singh
Global Sales Manager, Tynor Orthotics Pvt. Ltd



DATE: 24th Aug, 2021 **TIME: 11:00 am onwards**

GOOGLE MEET LINK: <https://meet.google.com/qjq-irpq-ovy>
(Kindly join the meeting by 10.50 am)


| | | | |
|--|--|---|---|
| Dr. Japneet Kaur Dr. Manpreet Kaur COORDINATORS | Dr. Neetu CONVENER IIC @MCM | Dr. Indu Arora VICE PRESIDENT IIC @MCM | Dr. Nisha Bhargava PRINCIPAL & PRESIDENT IIC@MCM |
|--|--|---|---|

Event- 3 Video of students who started their start-ups

Six students of the college shared their stories about their start-up/entrepreneurship journeys. Video clippings of the same are shared on YouTube Channel of IIC 3.0 of Mehr Chand Mahajan DAV College for Women. It is available at YouTube Link: <https://youtu.be/OnGwVGQL2nY>

Poster Making Contest on the Topic on Entrepreneurship (21 August 2021)

A poster making contest was organised by Department of Computer Science and Applications under the aegis of Institution's Innovation Council (IIC 3.0) on the topic 'Entrepreneurship'. 20 students submitted hand-made posters and posters made with computer software for designing like Photoshop and Canva. The top three winners were given cash prizes.



The poster features a background image of a field with a path leading towards a horizon. On the left, there is a vertical decorative element with thin, dark lines. The text is centered and uses various colors (brown, red, black) and font sizes. A starburst graphic on the right contains the text 'Cash prizes will be given to top three entries'. At the bottom, there are three columns of text identifying the organizers.

 **Mehr Chand Mahajan DAV College for Women**
Sector 36-A, Chandigarh (U.T.)

 INSTITUTION'S
INNOVATION
COUNCIL
(Ministry of Education Initiative)

Department of Computer Science and Applications
Under the aegis of
Institution's Innovation Council 3.0
celebrates

World Entrepreneurs Day
21 August, 2021

by organizing
Poster Making Contest on Entrepreneurship
Send your entries by 21 August, 2021, 12:00 Noon at
<https://forms.gle/c31tqhyF2iiKPgBcA>

Cash prizes will be given to top three entries

Mrs. Punam
Coordinator

Dr. Indu Arora
Vice President, IIC @ MCM

Dr. Nisha Bhargava
Principal & President, IIC @ MCM

ENTREPRENEURSHIP

UN-Box your Ideas

Be an Entrepreneur
Don't seek - Give Jobs

UN-Box your Ideas

NAME - ARUSHI DHIMAN ROLL NO. 5088 CLASS - BSc/MET-III

SOME PEOPLE DREAM OF SUCCESS, while other people get up every morning and make it happen.

EMPLOYMENT ↑
POVERTY ↓

GOODS → MONEY

VOCAL FOR LOCAL
ATMANIR BHAR BHARAT
MAKE IN INDIA

"THERE IS NO FORCE MORE POWERFUL THAN A WOMAN DETERMINED TO RISE."

Chase your dream, Age doesn't matter.

MADE WITH LOVE

IT'S NOT ABOUT IDEAS, IT'S ABOUT MAKING IDEAS HAPPEN.

CHAI SUTTA Bar

Cuddle the Rutlad

Happy Entrepreneurs Day

It's a bold new world you've stepped into your passion will get you places

Entrepreneurship

Only the paranoid survive.

An All in One:

- LEADER
- FOUNDER
- VISIONARY
- DECIDER
- FINANCIAL ANALYST
- MARKETER

ACHIEVE
GOALS
ACT
STRATEGY

World Entrepreneurship's Day

START UP

- Strategy
- Target
- Vision
- Ideas
- Marketing
- Location

WORLD ENTREPRENEUR DAY

"Success is walking from failure to failure with no loss of enthusiasm."
- Winston Churchill

Think Innovative

Be your own Boss

An Idea is all you need to...

Bake and spread happiness
Be your own boss

.....reach you

ENTREPRENEURSHIP

PLAN
RESEARCH
HARDWORK
SUCCESS

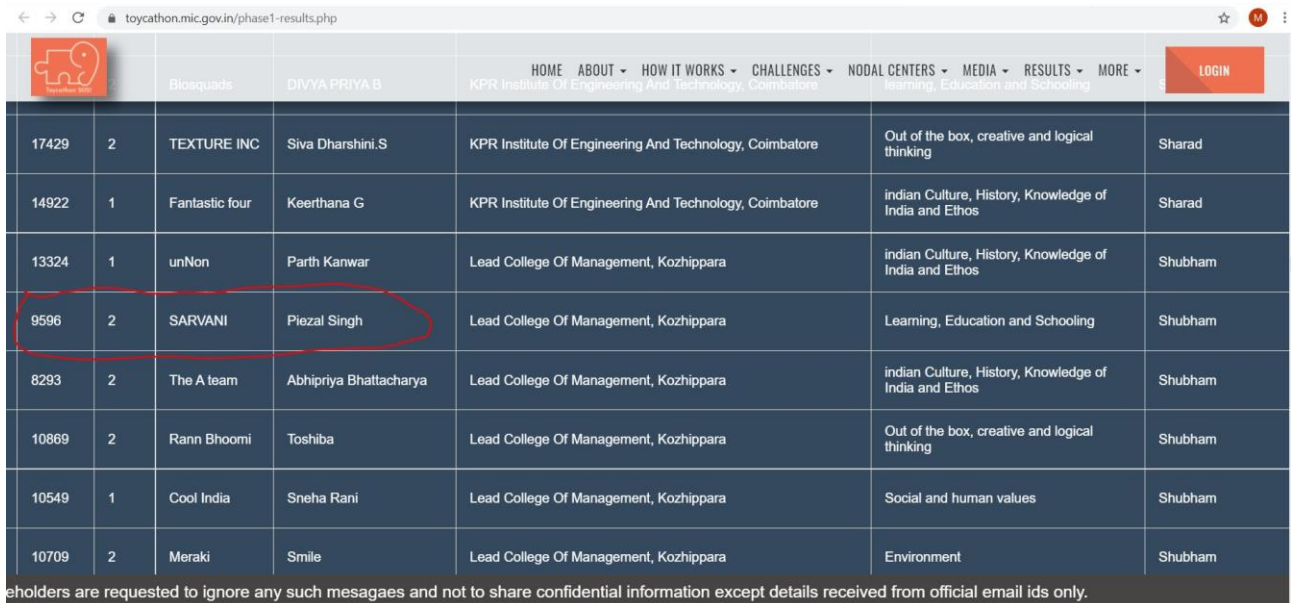
WORLD ENTREPRENEURS DAY

"Entrepreneurship is about living a life beyond compulsions of money, time and demands."



TOYCATHON 2021

Under the 'Atma Nirbhar Bharat Abhiyan' initiated by Hon'ble Prime Minister Shri. Narendra Modi, Toycathon-2021 is conceived to challenge India's innovative minds to conceptualize novel Toy and Games based on Bharatiya civilization, history, culture, mythology, ethos and aspirations of today's generation. The purpose is to make India Atmanirbhar in Toy Manufacturing and Digital game market. 120 students participated in teams under the able guidance of 8 faculty members. Five teams were shortlisted for the grand finale.



| toyathon.mic.gov.in/phase1-results.php | | | | | | |
|---|---|----------------|------------------------|---|---|---------|
| HOME ABOUT HOW IT WORKS CHALLENGES NODAL CENTERS MEDIA RESULTS MORE LOGIN | | | | | | |
| KPR Institute Of Engineering And Technology, Coimbatore Learning, Education and Schooling | | | | | | |
| 17429 | 2 | TEXTURE INC | Siva Dharshini.S | KPR Institute Of Engineering And Technology, Coimbatore | Out of the box, creative and logical thinking | Sharad |
| 14922 | 1 | Fantastic four | Keerthana G | KPR Institute Of Engineering And Technology, Coimbatore | Indian Culture, History, Knowledge of India and Ethos | Sharad |
| 13324 | 1 | unNon | Parth Kanwar | Lead College Of Management, Kozhippara | Indian Culture, History, Knowledge of India and Ethos | Shubham |
| 9596 | 2 | SARVANI | Piezal Singh | Lead College Of Management, Kozhippara | Learning, Education and Schooling | Shubham |
| 8293 | 2 | The A team | Abhipriya Bhattacharya | Lead College Of Management, Kozhippara | Indian Culture, History, Knowledge of India and Ethos | Shubham |
| 10869 | 2 | Rann Bhoomi | Toshiba | Lead College Of Management, Kozhippara | Out of the box, creative and logical thinking | Shubham |
| 10549 | 1 | Cool India | Sneha Rani | Lead College Of Management, Kozhippara | Social and human values | Shubham |
| 10709 | 2 | Meraki | Smile | Lead College Of Management, Kozhippara | Environment | Shubham |

holders are requested to ignore any such messages and not to share confidential information except details received from official email ids only.



Mehr Chand Mahajan DAV College for Women Sector 36-A, Chandigarh (U.T.)

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