

Report of Start Up Cell (2021-22)



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8th OCTOBER 2021

An Expert talk on ‘Starting Up Masterclass’ was conducted by the Institution’s Innovation Council (IIC 3.0) and Start Up cell in collaboration with Shrishiksha on 8th October 2021. The resource person for the event was Ms. Tavishi Kumar, Founder and CEO of Shrishiksha. A total of 233 students and 3 faculty members attended the event through Google Meet and YouTube live streaming platform. This session was a wonderful attempt towards acquainting the participants with various steps which are essential in building a start-up from social need. She shared her experience and journey from being a 14-year old girl to CEO of Shrishiksha. The speaker emphasized on three key steps to build a start-up i.e. how to find a Social need, Right idea and Robust system of starting up Master class. She explained the start-up concept through various examples and engaging participants at the same time. Further, the concept of Resource Allocation, Skill Development and Automation was also elucidated with thorough detail. Overall, the session was very interactive and insightful. The students found the session enriching and informative.

23rd AUGUST 2021 – 26th NOVEMBER 2021

Two students represented our college and got the opportunity to attend a three-month online certificate course on ‘INNOVATION & ENTREPRENEURSHIP’ organized by ‘IGDTUW – ANVESHAN FOUNDATION’. The course was free of cost as a result of MOU signed with ‘IGDTUW – ANVESHAN FOUNDATION’.

23rd FEBRUARY 2022

An Awareness Session was organized by the Institution’s Innovation Council (IIC 4.0) in collaboration with Start-up Cell of Mehr Chand Mahajan DAV College for Women, Chandigarh on the topic ‘Role of NISP in cultivating Start-up Culture’. The resource person for the event was Dr. Kiran Jindal, Assistant Professor, Mehr Chand Mahajan DAV College for Women, Chandigarh. A total of 69 students and 04 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 role of National Innovation and Startup Policy (NISP) in Cultivating Start-up Culture in Higher education institutions (HEI). Various features of NISP were explained by the resource person in great detail. Further, the responsibilities of HEIs with regard to NISP were also deliberated upon. The resource person also elucidated lucrative incentives provided to the students as well as staff interested in working for innovation and entrepreneurship. She also

discussed the initiatives of the institution with regard to Innovation and Start-up cell at the college level in detail. Finally, the documents to be submitted to Start-up Cell for getting the seed money, consultation and mentorship by industry experts were also delineated. Overall, the session proved to be meaningful, absorbing and illuminating.

29th APRIL 2022

An offline expert lecture was organized by the Institution's Innovation Council (IIC 4.0) on the topic 'How to plan for Startups & Legal and Ethical Steps'. The resource person for the event was Ms. Kajal Dubey, Founder and CEO of Our Virtual Solutions, Women Entrepreneur Mindset Coach and Business Consultant. A total of 110 students and 7 faculty members have attended the event in the conference hall at 11:00 a.m. on 29th April 2022. The session was a great endeavor to acquaint the participants with planning for start-ups and various funding options. She has explained the importance of building a dream team and creating frictionless sales. She has also explained various legal and ethical steps followed by entrepreneurs while doing business. Overall, the session was very interactive and enlightening. At the end, Principal Dr. Nisha Bhargava congratulated the coordinators for the success of the event.

4TH JUNE 2022

An online session was organized by the Institution's Innovation Council (IIC 4.0) on the topic 'Role of Incubation Units/Startups in nurturing Innovative Ideas'. The resource persons for the event were Mr. Vikram Dhawan and Dr. Swati Dhawan. A total of 30 students and 03 faculty members attended the event through Google Meet and YouTube live streaming platform. The session apprised the participants of the role of Incubation Units/Startups in nurturing innovative ideas to transitioning into an entrepreneur. Various gaps between the teachings imparted to the students and the industry requirements were identified. As a solution to this, job-oriented training programs should be introduced in the curriculum in order to prepare them for jobs. The resource persons elaborated the differences between the traditional and modern methods of conceptualizing an idea of a start-up. Further, they emphasized on certain prerequisites required for starting a venture like openness with the college authorities, friends, parents etc. and also the requirement of financial assistance for initial funding. Various steps for preparing a feasibility report for start-up such as identifying problem areas, conceptualizing the idea, survey, presentation of the idea, approaching the college authorities/angel investors for seed money etc. were also deliberated. Finally, they elucidated business model, proof of concept and scaling as some of the essentials of a start-up. Overall, the session was engaging and productive.