Report
of
Start Up Cell
(2022-23)

Mehr Chand Mahajan
DAV College for Women
Sector-36/A
Chandigarh

www.mcmdavcw-chd.edu
0172- 2603355, 0172- 2624921

15th October,2022

In order to mark the celebration of India Start Up Day, the Institution Innovation Council (IIC 5.0) of Mehr Chand Mahajan, DAV College for Women, in collaboration with the Start -up Cell of the College, organized a '**Slogan Writing Competition'** based on the theme of Start up India initiative of the GOI. Around 65 students participated in this activity with their innovative slogans. The aim of conducting this competition was to draw the attention of the students towards the phenomenal support given to start ups, that has propelled a surge in innovative jobs, funding and breakthrough solutions that address the everyday problems. The competition proved fruitful as it enriched the students with an up-to-date knowledge of the Start Up India Initiative. On the basis of the content and presentation, three entries were selected, wherein the winners were Sonali Rawat (BA III student) who bagged the 1st prize; Jashanpreet Kaur (B.Com III student) who won the 2nd prize and Arshia Mahajan(B.Com III student) who got the 3rd prize respectively.

16th November 2022

An offline sessionwas organized by the Institution's Innovation Council (IIC 5.0) on the topic **'My Story'**. The resource person for the event was Ms. Aakanksha Dhawan, Founder of Smash Queen and Franchise Owner of Super donuts, Elante Mall, Chandigarh.

The session was a great endeavor to acquaint the participants with her story of how she became a successful entrepreneur by applying her studies practically into her ventures. She emphasized that college education plays a very important role in student's life. She told the students that college helps in building various skills both technical as well as artistic. She highlighted that participating in extra-curricular activities in college helps her in personality development. Further, she stressed that students should do internships with companies because it provides them practical training to work in a challenging environment. Furthermore, she talked about the importance of social media marketing and franchise business models. There are five franchise business models: COCO (Company Owned Company Operated), FOCO (Franchise Owned Company Operated), FICO (Franchise Invested Company Operated), COFO (Company Owned Franchise Operated), FOFO (Franchise Owned Franchise Operated). Overall, the session was very engaging.

11th March 2023

An offline interactive session was organized by the Institution's Innovation Council (IIC 5.0) and Start-up Cell on the topic **'Problem – Solution Fit and Product – Market Fit'**. The resource person for the event was Mr. Sapandeep Kapoor, National Head (Display, Client peripheral and large format retail) at Dell Technologies, Gurugram, Haryana. A total of 81 students and 7 faculty members attended the event in the multimedia hall. He started his session with the quote "there is always a market if the problem is real and the solution is presented well". He explained the fundamentals of a successful business-like attitude to succeed in business, obsession for customers, genuine and thorough knowledge in business, superfast experimentation and agility in endeavors. He said if entrepreneurs were not making money than they were not doing business. Further, he described that India is the future start-up hub of the world by substantiating with supporting statistics such as India ranking 19th among the top global start-up hubs in the world; Bangalore, Delhi/NCR and Mumbai were in the top 20 global start-up cities and that India had 102 unicorns which is said to be third highest in the world next to the US and China.

He explained the meaning of a start-upwith the examples of Robotic Salons, Zomato, Airbnb, Uber, We work, etc. and elucidated two types of start-ups viz., painkiller and vitamin. Painkiller is that start-up which solves the unmet needs of customers such as Google maps, Amazon echo, etc. while vitamin is the start-up which improves an existing solution such as to-do list apps, fitness trackers, next door, etc. He explained this with various examples of Apple iPhone, Spotify, Netflix, etc.

The next part of the session was focused on problem-solution fit. He emphasized on customer research and explained that a product or service that effectively fulfilled the underserved needs of the target market to sustain profitability was known as a product-market fit. Describing the key indicators of product-market fit. he explained the concept of business pivot by giving examples of Starbucks, Twitter and Nintendo. He summed up the reasons of the failure of start-ups and gave clues to raise an initial funding for a start-up. Overall, the session was very interactive, informative and engaging.