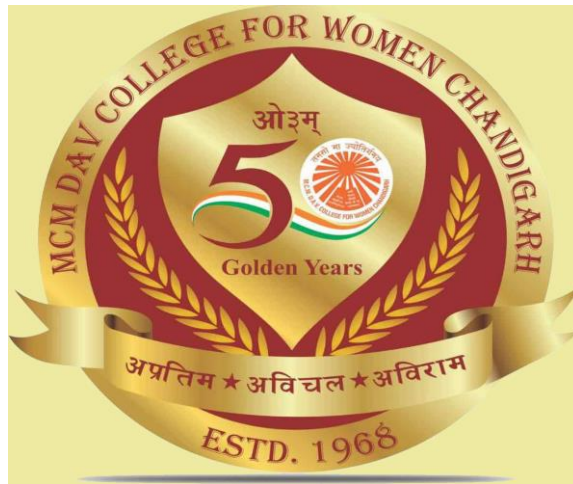


Report of Start Up Cell (2023-24)



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The Institution's Innovation Council of Mehr Chand Mahajan DAV College for Women, Chandigarh has been steadfast in organizing a multitude of activities centering on igniting the entrepreneurial spark among the students. It organized an interactive and informative session on the topic 'Mentoring Support to the Entrepreneurial/ Start-up Aspirants.' The session covered the zenism of entrepreneurship, common misconceptions of being an entrepreneur and the steps involved in it. The Cell also organized a poster making competition to promote the theme 'Startup and entrepreneurship' amongst the young under graduate students of all the streams and motivate them to brainstorm and put forth their vision and ideas.

'Innovation Mission Punjab' chose our college as a partner to launch IM Punjab Campus Ambassador Program. This program aims to build a network of passionate students who will promote innovation and entrepreneurship on their respective campuses and engage themselves in the activities that will contribute to innovation ecosystem. The rigorous selection procedure demonstrated a strong alignment of our college with the mission and the journey of Punjab's largest student led entrepreneurial initiative announced 43 Campus Ambassadors across 17 Colleges and Universities among which 4 Ambassadors were selected from MCM.

'Impact Fest', an epic adventure filled with internships, mind-blowing workshops and campus awards to innovation ambassadors at Innovation Mission Punjab, a government initiative of the Punjab Government, took place with full fervor and enthusiasm. Leading to the key moment of the whole fest – AMBASSADOR AWARDS were given by the CEO of Innovation Mission Punjab based on different performance categories. MCM DAV College for Women (Chandigarh) partnered with IM Punjab to foster innovation and entrepreneurship in the region through its three ambassadors who won the Maximum Participation IMP initiatives, a coveted title for the September 2023- March 2024 program.

The Start-up Cell of the College, in collaboration with the Alumni Committee of the college, under the aegis of Institution's Innovation Council 6.0, participated in the annual Alumni Meet, 2024, the theme of the meet being, propagation and celebration of 'Folklore'. The start-up cell, made an enthusiastic beeline towards the traditional comeback of wares with the stalls eliciting an overwhelming response thereby stroking the business flair of the participants.

The Start-up Cell also organised a two-day workshop cum interactive session on ' Expedition to your Business Gear ' to kindle the spirit of budding entrepreneurship in young minds, to provide the students with a beeline for start-up projects both individually and in collaboration, and, lastly to apprise the students of the financial assistance provided by the institution to facilitate start-ups.

Overall, the cell is continuously thriving to engage the young startup aspirants in varied activities and programs and showcase their creativity and vision in the orbit of and entrepreneurial skills.