



Miranda House

UNIVERSITY OF DELHI

Society Annual Report

Society Activities

Society: Entrepreneurship Cell

Year: 2016-17

Student Office Bearers:

President- Amisha Thakur

Vice President- Shweta Chhillar

General Secretary- Tanya Tripathi

Treasurer- Simran Bhatia

- 1. ORIENTATION-** The Entrepreneurship cell Miranda house had its orientation in Nescafe lawns on a sunny afternoon. The freshers were a little anxious, but their nervousness was for vain, as the Ecell members were very friendly and immediately made them feel comfortable. The President, Amisha started with giving introduction, followed by the PR, content, marketing, corporate relations, logistics and creative heads. The President and vice president explained to us the roles in our society and all that being in this close-knit group entails. We had been selected through interviews and took the society seriously, and the heads further motivated us. They explained all that we could gain through the society and being regular in. The certificate was just the cover, with it came exposure, learning to manage our time between studies, friends and society work, meeting Entrepreneurs that are the best at what they do, seminars that motivated us, providing us with valuable information, clearing our doubts. They also warned us that being in a society was no joke. It requires us to be punctual, regular to meetings and always meeting deadlines. The orientation was a wonderful experience as it cleared all our doubts and outlined the path that we had to follow. It also helped in soothing the fears of the freshers who were quite anxious. All in all, the orientation was a stepping stone in one of many great experiences.
- 2. FRESHERS-** Freshers is always an ice breaker to the students who enrol into the freshman year of a society or a college. The society makes an impact not through its professionalism but th



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rough the bond, the people it brings closer to you. The freshers of the Entrepreneurship Cell of Miranda House did not fail to meet that expectation.

While the seniors and the council ensured that the experience of the juniors is worth remembering, it was also accompanied by a talent hunt, to find for ourselves a raw businesswoman, who could step in the corporate shoes to climb the ladder of success. Props were made available to the freshers, using which people had to propound on a start-up idea. With huge turnout, the event was a success, and Kriti Mehra (B.A. Programme, 1st year) and Pragati Rathore (Economics (H.) 1st year) went on to bag the titles of Miss Impresario and Miss Tycoon respectively.

On bagging the title Kriti Mehra expressed her joy in saying, ‘I feel lucky to become a part of The Entrepreneurship Cell, Miranda House -A significant society of DU which has made its place in Top 5. Here it is all about inculcating the right skills and providing with the apt exposure to the blossoming entrepreneurs. Becoming Miss Freshers and Getting the title of MISS IMPRESARIO E-Cell 2016 has really boosted my confidence and I am excited about the learning experiences waiting for me in future.’ With the expectations soaring high, the council and the seniors met the expectations, with the win-win situation continuing throughout the year.

3. **SPEAKER SESSION WITH SHARAD KOHLI-** The Entrepreneurship Cell of Miranda House organised an interactive session with Mr. Sharad Kohli, a Harvard Alumni and the founder of KCC group on 19th of September, discussing the various facets of entrepreneurship. Sharad Kohli, who is a known start-up mentor and holds a strong presence as a panelist in many popular TV channels, shared his valuable experience and illuminated the grounds on which entrepreneurs, especially women can excel in the world of business. The session which had been interactive, in literal sense, started with a very realistic glimpse in a woman’s life which begins from education in a good college, accelerates to a good job and ends in the quagmire of responsibilities after marriage. “They try and remind you, that look, you’re a female first, so you’ve to justify your position as a female”, he said. And consequently, their profession takes a setback.



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Entrepreneurship comes to the rescue. He believes, that any woman who has a knack for finance, can trust entrepreneurship as the best option. Women can always unleash their own subjectivity in this world where ‘you are your own boss’. Entrepreneurship also renders flexibility, serving as a brownie point.

As the session became more engaging and the audience asked for their own queries about various facets of start-ups and business, he very beautifully satiated the queries. During this phase, many important aspects of start-ups were covered. When asked about funding, he negated total reliance on outside funding recounting his own experience. He said that even if the idea is brilliant, there are rare chances that an investor will show interest. Everybody starts small, with some seed capital. Dealing with pressure was yet another query, on which he shared that all jobs come with some pressure, entrepreneurship opens doors for some other kind. “Anyone who can’t take risks, cannot do business”, he added.

An important take-away from this session was his stress on the practice aspects over theory. While getting a degree in this field would help you conduct your business more tactfully and professionally, but perseverance and patience sore high as the keys to entrepreneurship. If you pass these barriers, you become a good entrepreneur. The insight of a successful man is surely of great importance to those aspiring for it.

Team E-cell, Miranda House displayed great levels of enthusiasm and were rather mesmerized by the valuable experience they went through. All in all, this session, had been a very knowledgeable and an inspiring palate throughout!

Are you tired of your mundane routine ?
Well then break the monotony and join us
on an insightful ride !
Entrepreneurship Cell, Miranda House
invites you to an interactive session with
"Mr. SHARAD KOHLI"
Founder CEO- KCC group, HARVARD
alumnus, startup mentor, a renowned
columnist with HT and TOI.

You're in for some expert guidance here
So set your reminders and mark the date
"19th Sept "12 noon "
is one worth the wait.
Pssst ! The secret to success is out !
PS. Kindly be seated by 11:45 @ the
seminar hall, MH.

THE ENTREPRENEURSHIP CELL
MIRANDA HOUSE
presents
Speaker session by
**MR. SHARAD
KOHLI**
" Founder of KCC group &
a Harvard alumni "

19.09.16
12:00 Noon
SEMINAR HALL

MEDIA PARTNER: DE DU EXPRESS



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4. **IGNITE (SPEAKER SESSION)**- Ms. Kompal Kapoor and Mr Sulkh delivered a very eloquent and wonderful talk at IGNITE- the Speaker Session organised by the Entrepreneurship Cell of Miranda House. The former is a National Reebok Training Expert, while the latter is the founder and director of Sulkh Photography and has worked with National Geographic, WWF, Fab India and many more. He also works on the Incredible India project of the Ministry of Tourism.

Ms. Kompal talked about the dreary status of women in 20's-30's and the dire need to know the strength and weakness of the body before making an informed decision. It is only after you come in terms with the lairs of the body that you can think about the fitness and recognise the various changes ensuing it. Her work in the field of fitness had been commendable and her digital campaign towards fitness has been lauded by many. She envisaged the importance of yoga and meditation for apt energy and stillness in the body. She has been a marathon trainer for Reebok and hence emanated women out of their anxieties and misconceptions about fitness.

Mr. Sulkh spoke about his experiences in the field of photography and gave us an insight on the life of a photographer, which is mainly driven by passion and freedom. He always loved photography as a hobby, but growing up in an Indian society, he wasn't sure about pursuing it as a career. It was only after he started his undergraduate studies in engineering that he decided to do something for himself; something that made him, rather than society, happy.



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He knew he could give his best only if he loved what he did. Thus, began his journey with travel and wildlife photography. The freedom and the mental simulation from the job is comparable to none. It drives your creativity and pushes you to look at things from different angles. Being an independent photographer, you don't have to worry about the brand or company you work for; you do it for your own satisfaction.

The two-hour talk was an endeavour to explore the secrets of the mind and soul that nobody tells you, but can help us lead a sound life. "The talk was simple, but it spoke directly to our hearts. It made us want to break free from the shackles of society and to do something for our self, and our self alone", said Rituparna Sanyal, a second year, Economics student at Miranda House.

The talk left us wanting more and looking forward to our own futures, to doing what we enjoy and making the most of this small life.

5. CROESUS'17-



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Panel Discussion- Croesus, the Annual Business Conclave of the Entrepreneurship Cell, Miranda House, which was held on 24 th March, kicked off with a panel discussion in the morning. Distinguished speakers joined the panel and the discussion was moderated by Ujjvala Singh, a final year student at Miranda House. The speakers included Ms Meghna Saraogi, founder of StyleDotMe, Ms Smriti Singhal, co-founder of the Education Tree and Mr Shivansh Garg, marketing manager of Incuspaze.



Meghna Saraogi follows two important business mantras in life — “If you get into something, give it 100% or leave it! It is your own baby and no one else will come and do it for you.” Her second mantra is “Do not trust anyone blindly!” A fashion app, StyleDotMe helps you to answer the big question: What do I wear? It gets you fashion advice on what to wear and where to buy it through your friends, followers and fashion bloggers around the world. For Meghna, fashion is all about being comfortable with one’s own style, about integrating latest trends with one’s body type and one’s own distinct style.

Being an entrepreneur has its fair share of challenges. Money is always an issue when costs are involved and lack of capital slows down the process of growth. Meghna mentioned that having teams working from different parts of the country sometimes leads to improper communication and broken follow-up issues. She also faced some problems in developing her app as she lacked a technological background. She shared an interesting point of view when asked wheth



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er competition is good or bad. Competition is healthy, if taken in the right way. If there is less competition for your good/service, you start having doubts about your product.

The Education Tree is one of the India’s fastest growing youth led organization, operating across a network of different schools and universities. The organization was created to foster and facilitate all forms of education with a goal to lay special emphasis on the holistic development of the individual. Education is not solely about being academically mature, feels Smriti Singhania. “Every startup has a cause or something that took place for events to fall in line. We wanted to go for something, achieve something but our parents have a common mindset of us getting into a stable government job or a business.” She further said that it is important to take your passion to the next level. Smriti also highlighted that it is difficult for women to be an entrepreneur in a world dominated by men and much harder to sell their idea.

Incuspaze is on a mission to bridge the gap that exists within Indian startup ecosystem. Most entrepreneurs have the ideas but do not necessarily have the right support to succeed. Incuspaze tries to provide this support to budding entrepreneurs. Shivansh Garg, a second-year student at Ramjas College, is an aspiring entrepreneur and has achieved a lot at his young age. He believes, “I don’t think there is only one single reason as of why I should get selected for any opportunity, but the most important could be the inquisitive nature of mine. I am a kind of person who likes to explore new things and gain knowledge about anything and everything wherever I go. I perceive myself as a very confident person with varied number of skills compared to my peers, be it in finance, marketing, PR, corporate skills. I know I am not the best but I believe with the right guidance and the right choices in my life, no one can stop me from becoming the best.” According to him, passion and hard work will always pay off in the end. Money will follow later.

The panel unanimously agreed that entrepreneurship is about identifying, strongly relating to, and solving a problem. After hearing their inspiring voices and stories, the audience was motivated and looked forward to working towards their dreams. The event inaugurated the conclave, which was followed by many other exciting events and competitions.

MAGNATE 2.0- Croesus’17, the Annual Business Conclave of Entrepreneurship Cell, Miranda House conducted “Magnate 2.0”, the flagship event. This event guaranteed promising entrep



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reneurs, who by thinking critically and taking calculated risks, selected their preferred sector or department and produced goods of their choice by allocating labour and capital. The participants, working as entrepreneurs had to work their way out of tough situations governing their venture and sail through all the storms to rise victorious!

Due to its creative approach and interesting working, this event saw a great turnout, with participants brimming with energy and excitement and widening their horizons when turned into entrepreneurs of their own ventures! The event promised a great deal of knowledge in the areas of trading, investment and problem solving.

With demonetisation, being omnipresent in our country, and every individual having his/her own viewpoint regarding it, the demonetisation round was the highlight of the event and it gave a new turn to the entire event!

The participants were really happy donning their “entrepreneur hats” and gave positive feedback to the event managing team. The event team learnt a lot too, in the whole process. Everyone was left with new ideas and creative problem solving techniques, by the end of the event. This is what made the event a huge success!

TABOO- The event Taboo was conducted by Prashasti Dwivedi and Shivani Hooda on 24th March.

Taboo being a challenging yet an interesting game filled the audience with a lot of enthusiasm and zeal. There was a total of twelve participants and two rounds in which the game was played. It was played in teams of two where the first participant was given seven cards and was required to make the other person guess the 'taboo' word in one minute. While making the other person guess the word, the participant was forbidden to use abbreviations and past/future participles. Sounds and gestures were also prohibited.

The second round was played thereafter with five teams qualifying for it.

After a gruesome round, the winners were finally chosen. Aanchal and Khushboo of Miranda House stood first while Shweta and Muditha of Daulat Ram College bagged the second spot.



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Seller's Choice - Seller's Choice was conducted by Radhika, a first year member of E-cell. The event consisted of selling of commodities. There were 14 members in total in teams of 1-3 members. Time of our event was 1:30-3:00pm of 15 min instructions and 1hr 15min for game. We kept 10 goods and we kept a base price for the commodities in our list. Firstly we gave the same product to all the teams, they got the whole college to sell that good(except the hostel area). They had to get the signature of the buyer of that good and get back the earned money. The base price and the profit earned on that good was separated. For getting the next product they had to answer a question . The ones who got it right were given the next product to be sold. If they don't, they have to compulsorily bid 15 min of the allotted time. The team which sold maximum goods in that time and earning good matching atleast the base price won. Shubham and Anuj won the first prize. All the participants really liked the event and learned much about marketing. It was altogether a learning experience for heads and volunteers too.

QUEST OF TYCOONS- Quest of the Tycoons was an event organised on 24th March as a part of Croesus, the business conclave of Miranda House. The event was a treasure hunt game played in the teams of two to three. There were ten clues at different locations around the college which tested teams business acumen and their knowledge. The team which was able to solve maximum number of clues within the given time limit, which was about one hour was declared the winner. About five teams took part in this event, with Karthika K, Himani Sahay, Nngthanpulu Thamei from Miranda House bagging the first prize.

The event was filled with excitement and tested each team's ability to utilize their knowledge and put it to practical use.

ANA-SOL- Ana-mar-Sol (Analyze make and Solve) was an event conducted on 24th march as a part of croesus, the business conclave of Miranda House. It was a fun event organised to test the business acumen of the participants. In this participants were given a short Business Plan to analyze it in first 40 minutes and make it better and find the pros and cons of the given plan which they were supposed to present before judges in 7 minutes. Out of them 4 teams qualified for second round.

In second round participants were made CEO of a virtual company and eventually company had a crisis that they have to solve as a CEO. For this they were given 5 minutes.



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Finally, a team from Miranda House won the 1st prize and a team from LSR won the second prize.

