



# **Miranda House**

## **UNIVERSITY OF DELHI**

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### **Society Annual Report**

#### **Society Activities**

**Society: Entrepreneurship Cell**

**Year:2018-19**

**Student Office Bearers:**

**President- Arushi Sachdeva**

**Staff Advisors:**

**Dr Poonam Kumria(Geography Department)**

**Dr Priyanka Puri(Geography Department)**

- 1. Orientation: Beginning with the orientation of the society, it was a day full of fresh energy and new vibes, when an introduction to the vivid sectors under the society was briefed to the students willing to be a part of the Ecell family. Around 50 people actively engaged in the orientation.**
- 2. Fresher's Talent Search: We warmly welcomed the group of young ladies having business minds and innovative ideas with the Fresher's talent search (FTS) on 19th September, 2018 to embrace and enhance their skills. The task for the budding entrepreneurs was to marketize the combination of two already existing products by their own name. The winning idea was that of selling a combination of sewing machine and button stitchery which clearly would be a blessing for college students. The FTS saw a turnover of around 80 people.**



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3. **Speaker Session:** As we got back to our studies, it was the perfect time for a major session. So, on 3rd October 2018, Mr. Sahaj Monga (one of the core team members of 9stacks.com) parceled out a lucid picture of entrepreneurial world. Not only did the session broke some major stereotypes about the world of poker but also accorded some prime entrepreneurial insights. The speaker session saw an amassing crowd of 80 people.

4. **CROESUS'19:** And then there was, the most awaited of them all, CROESUS, the Annual Business Entrepreneurship Festival on 14th February 2019. It conducted four major events :

**Combo-Nation:** Providing an insight into this event, to begin with, it started with 15 teams playing against each other. It consisted of two rounds LIST-IT i.e. screening round followed by the final round Combo-Nation itself.

**Ad-fictive:** In this event, the teams had to advertise a regular house-hold product pre-assigned to them. In order to make the game more challenging and exciting, the participants couldn't directly name the product; they had to create an advertisement containing an element from a Bollywood movie as well as a tagline.

**Boss Hunt:** It was a time based treasure hunt contest that involved the hustle for hidden fortunes.

A host of enthusiastic participants attended all the events in order to test out their creativity and entrepreneurial skills in a competitive set-up.

With the remarkable success of Croesus, we moved on further with an interactive session regarding prospects in MBA by Career Launcher where in all the queries of the MBA aspirants were addressed. Not only did the session help in breaking myths revolving around MBA but also provided an excellent guidance on the preparation for CAT.



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It is said that 'Recessions create opportunities. Opportunities create entrepreneurs.'

Our star-studded fest saw a turnout of 200 students from all over colleges in Delhi.

5. **E-Conclave:** The Ecell family hosted its first edition of E-Conclave in April. The Conclave will witness eminent speakers from different backgrounds. Our theme for was session is "Suits vs. Creative", a battle raging ever since the establishment of the corporate world. The fierce competition saw more than 60 people participating.



## Awards and Recognition received

1. With mark age 3.0 this year, Mercado's annual flagship event, markage, was successfully pulled off in the halls of DCAC on 25th October, 2018. Markage is an event, where the student collectives from all over Delhi would convene together to exchange such vivid ideas, that ultimately would result in the expansion of the dimensions of their insights. Fortunately, with whole hearted participation and extreme level of hard work, our members bagged the first prize with the title 'The best commerce cell in north India'.
2. The Cell in collaboration with Placement Cell, Miranda House participated in All India Women Conference as delegates on 22nd February, 2019 organized at Park Hotel Conference. The panels comprised of speakers from different backgrounds entertained by a question answer round session wherein our Principal Dr. Pratibha Jolly was honored with the Woman Entrepreneurship mentor award at 9th Woman Entrepreneurship Conference, 19.

