



# The ntrepreneurship Cell

# ARYABHATTA COLLEGE

University of Delhi

# **PRESENTS**

# ESUMMIT'22

Annual Flagship Event, E-Cell Aryabhatta
11th-12th April 2022

"Inspire. Innovate. Integrate."

Patron: Prof. Manoj Sinha

Convenor: Dr. Monica Aggarwal

Co-Convenors: Dr. Shivani Raheja, Dr. Ruchi Sharma

**Student Coordinators:** Ms. Simran Mehta, Ms. Shanya Srivastava, Mr. Yash Agarwal, Ms. Muskan Rana, Mr. Prashant Mishra, Mr. Aviral Agrawal, Ms. Mahek Yadav and Ms. Anshika Jain.

Link: https://www.youtube.com/c/ECellAryabhatta\_E-Summit22

### **OUR PARTNERS AND SPONSORS**





The Entrepreneurship Cell, Aryabhatta College held its annual, two-day flagship event E-Summit'22, on 11th and 12th April, 2022.

E-SUMMIT'22 brought aspiring entrepreneurs an opportunity to expand their business acumen by learning from the experiences of leading entrepreneurs and corporate moguls. The event was infused with challenging & euphoric competitions, an insightful workshop, a B-Plan competition and informative speaker sessions with an aim to educate and inculcate the culture of entrepreneurship within the young minds of India.

# DAY-1 (10:00 AM)

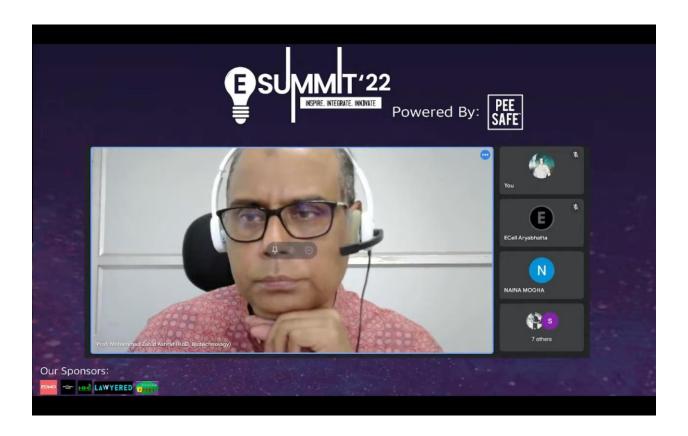
**Dr. Monica Aggarwal, the convenor of E-Cell Aryabhatta College**, kicked off the event with a word of gratitude towards the honorable speakers, furthered by encouraging words from **Prof. Manoj Sinha, Principal, Aryabhatta College,** for the team of Entrepreneurship Cell and the event. A lamp lighting ceremony was held in the presence of our eminent speakers of both the days and a vote of confidence was given to the team of E-Cell Aryabhatta. This was followed by speaker sessions from various stalwarts of the industry, who shared their valuable insights about the complex world of entrepreneurship.





# Session 1 – Dr. Zahid Ashraf (11:00 AM)

The first speaker of the first day of the event was Dr. Zahid Ashraf, a fellow at the National Academy of Sciences, Allahabad, Indian Academy of Science, Bangalore and a member of the National Academy of Medical Sciences. Dr Zahid Ashraf explained that several new areas have emerged in the field of education. The pattern of teaching has also changed and scientific technology has also taken a big leap. Now, the focus is on application of knowledge to offer solutions to challenges faced by society. His current area of studies involves innovation and innovation based collective learning. Dr Ashraf explained the major contribution of biotechnologists towards the fight against Covid19 Pandemic. Indian scientists were able to develop diagnostic kits within a short period of one and a half months of the isolation of the virus. Indian scientists and vaccine makers were ready with vaccines within a short span of one year. These highly commendable achievements helped our country in controlling the pandemic.



Session 2- Dr. Devender Singh (11:30 AM)

Our next eminent speaker was Dr. Devender Singh, Ex-Associate Professor, DAIC, Government of India and the recipient of Bharat Ratan Dr Ambedkar Award. He shared his views on entrepreneurship in the form of a presentation on the topic "Vocal for Local", in which he explained that the people of our country have a lot of potential to develop many goods. However, their talent will go to waste if they don't realize it's worth. He also said, "The mindset of free India should be vocal for local. We should appreciate our local products. If we don't do this then our products will not get the opportunity to do better and will not get recognition in the global market."



Session 3- Mr. Ravi Kumar Narra (12:15 PM)

Mr. Ravi Kumar Narra, a Padma Shri awardee and a member of the National Task Force on Affirmative Action Committee of the Confederation of Indian Industry, made an important observation that entrepreneurs are not born, but can be trained and developed through mentorship and guidance. Entrepreneurs have created the majority of jobs in India and the world. They bring multiple benefits to the society for livelihood creation,

generation of employment, income generation and asset creation. Due to globalization and advancement in technology, people's mindset is changing and many people are becoming successful entrepreneurs irrespective of their family background. He gave several interesting examples of how individuals set up their own businesses by recognizing the lacunae of the society. Incorporation of technology in traditional business models will be helpful to be successful in the current business environment. In his talk, he emphasized that there must be social inclusion in Indian society to create a strong country.



Session 4- Mr. Saket Kumar (12:45PM)

The next esteemed speaker was Mr. Saket Kumar, Assistant General Manager, Reserve Bank of India, and the recipient of the Golden Jubilee Scholarship and Shashi Rajagopalan Award by RBI. Mr. Saket Kumar offered practical advice to the audience about how they can excel in their academics as well as build skills which are needed to get good jobs. According to him, there is a vast gap between what is being taught and what is required in a job. He advised the students to be well aware of the economic problems faced by India as well as the world. He emphasized that students should apply their knowledge of

economics to address issues like inflation. This approach helps them to develop a deep understanding and perspective of the economy in India and the world. Mr. Kumar explained how he is using the technology of data science to improve the efficiency and security of banking.



Session 5- Ms. Aashrina Jain (2:00 PM)

Our next eminent speaker was Ms. Aashrina Jain, Brand Manager at Pee Safe, spoke about the qualities which made her successful in her career. Her passion, eagerness to learn and ability to adapt to changing situations, according to her, were instrumental in building up an impressive career. She cultivated the ability to multitask and motivate herself to achieve the desired goals. During her stint at Pee Safe India, she has initiated and managed multiple brand campaigns end to end, for instance, #PasstheCup, #ScreamWithDomina etc., resulting in surging sales, increasing brand engagement and immense growth for the overall brand.



# Session 6- Ms. Shipra Khanna (2:40 PM)

The next and final speaker was Ms. Shipra Khanna, an Indian celebrity chef, restaurateur, author, television personality, and the winner of Master Chef India. Ms. Shipra Khanna gave us important insights in the upbringing of women in India. By being brought up in a protective environment, women are mentally conditioned to believe that they are less than boys. They don't dream big. They don't develop the confidence in themselves that they are equally capable as men. They should see themselves as leaders and should fight to protect their dreams when society questions their abilities. A belief in equality between men and women brings in a new vision, a new perspective towards life, where you can make your own choices. You are not suppressed by what your parents think is right for you. Make your own mind and make your own choices. This applies to boys as well. Think for yourself, do you have a goal? Do you know what you want to do? What defines me? Ask these questions to yourself when you are alone. Lastly, she said that her objective is to help others in bringing out their full potential by sharing the story of her journey.



With this, the first day was brought to an end and all the speakers were thanked for their time and guidance.

# DAY 2

### Session 1- Mr. Anil Bhasin

(10:30 AM)

The second day began with an exciting start, and our audience was addressed by Mr. Anil Bhasin, Ex-President of Havells, and the chief guest for Day 2.

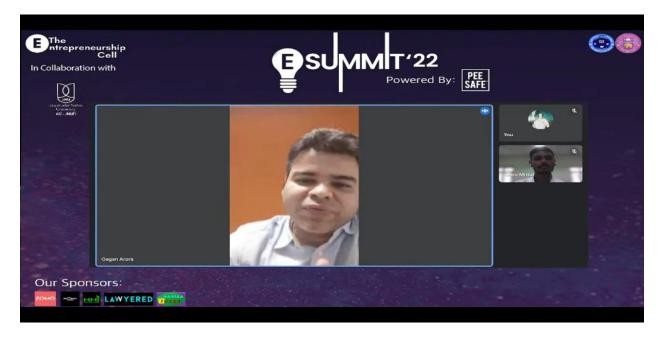
Mr. Bhasin shed light on the importance of being involved in sales and the impact it had on his career. He enlightened us with the fact that through sales, his communication and people management skills were greatly developed and honed. Mr. Bhasin told the audience of the struggles he faced earlier in his career, with him not being able to decide a suitable path for himself. He switched from being a science student to having a career in business management. He encouraged students to step out of their normal routine and go beyond their comfort zone. He gave noteworthy life lessons that he had learnt through experience and observation and imparted his deep knowledge to the young audience. His session marked a great start to the day.





# Session 2- Mr. Gagan Arora (10:00 AM)

The next guest speaker was Mr. Gagan Arora, the former Chief Marketing Officer at IQOO. Mr. Arora showed his appreciation for the faculty members and students who are passionate to create new opportunities not just for themselves, but for the entire nation. He was glad to witness transformation that enables students to see beyond just seeking jobs and instead build something for India, while being in India. Mr. Arora shared some experiences and learnings that will be helpful for those looking to begin their start-up journeys. His very first advice: Don't look for a start-up idea, look for a problem you can solve better than anyone else. If you have to solve it at scale, then rather your solution should become the name of this problem-solving itself. Second, your problem's solution should be able to change the behavior of the consumer in a positive way - people should feel the friction between the problem and the solution become less. Third, once the idea becomes scalable, the journey of the startup needs to ensure that millions of jobs are being created throughout. Fourth, be in love with your consumer, always understand what they are looking for, what their needs are, and ultimately know your consumer really well, and in detail. Fifth, the team - the most underrated part of a startup. A start-up needs to ensure that its team is aligned with the vision of the startup. Hard work and perseverance are great, but they do not work unless the entire team is working in the same direction. A team can make or break a start-up, thus often being more important than the start-up idea itself. For any budding entrepreneur, the most important quality is courage, capability, confidence, and the ability to communicate.



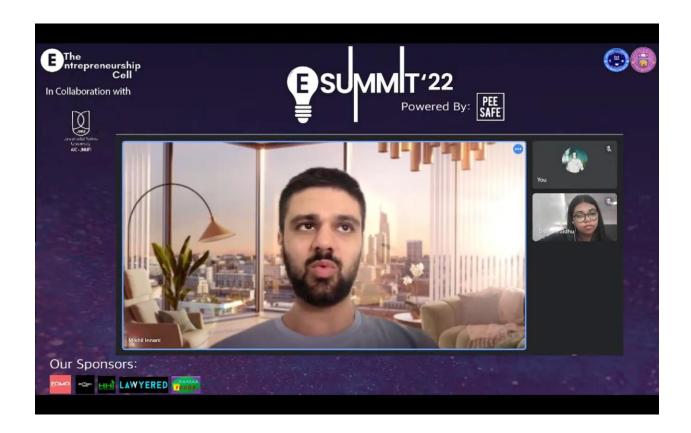
# Session 3- Mr. Sanjiv Bajaj (11:50 PM)

The next speaker was Mr. Sanjiv Bajaj, the Joint Chairman and Managing Director of Bajaj Capital, which is India's premier investment services company since 1965. The topic for his talk, "How to be successful", was a very inspiring one. He began by talking about how you have to learn from the mistakes of others, while also making your own mistakes. He encouraged everyone to always make calculated mistakes, because sometimes the risk can be so high that one may not get the chance to bounce back. His first advice: treat your client as your own retired father, i.e. give them advice that you would give your own family. The most fundamental principle of success in life is honesty - if you are dishonest to yourself, then others will treat you the same way you treat yourself. Secondly, in today's world, we need to start offering experiences instead of just goods and services. Thirdly, we need to remember that love and loyalty comes from one thing - gratitude. Lastly, he said that success is 99% hard work and 1% luck. He encouraged everyone to join a company, a team, or create a start-up that is ethical and gives you the right to work in an honest environment, and that is luck. Knowledge does not equal success - knowledge has to be converted into belief, and that belief makes you successful. Furthermore, he explained how this world belongs to specialists, and if one wants to succeed, they need to be a specialist in that domain.



# Session 4- Mr. Mikhil Innani (12:20PM)

The next speaker was Mr. Mikhil Innani, CEO of Apollo Finvest, which is a white-labeled plug and play digital NBFC. He began by talking about the journey of FinTech in India. According to him, every industry evolves and ages exactly like a human being does over the years. For instance, Fintech today is where E-Commerce was in 2008. He said whatever the age of an industry, just multiply it by 2 and think of a human being at that age. Today, fintech is about 4 or 5 years old, that means as a human being it is about 10 years old. It is going to require at least another 5 to 10 years before we can see it in its true form. By 2030, the majority of the loans India will be processing will be digital, largely because once you solve a problem pertaining to a specific niche, and you solve it technologically by enabling transactions to happen at very small ticket sizes, ultimately those benefits will go down to loans of Rs 1 lakh also. At the end of the day, the users will be getting cheaper access to capital. India is very revolutionary in nature when it comes to adopting new technology - either it will not adopt it, or if it does, it does so very extensively. For companies operating in the FinTech space today, his advice is: don't optimize for the near-term future, but for the long-term, as the market itself will make sure that your company will be 10x larger than you are today. A lot of people just end up becoming technology enablers - they struggle with all of the difficulties in the near-term of the industry, but don't last long enough to reap the benefits when the industry becomes mature 10 years from today. He further explained the role of Apollo Finvest using the example of Zomato - deep tech integration, deep integration from a capital perspective, and really customizing a product to make sure that it is perfect for their merchant participants to scale up in a unit economic positive fashion - is what a company like Zomato can do in collaboration with Apollo Finvest.



Session 5- Ms. Sumita Ghose (2:15PM)

The next speaker was Ms. Sumita Ghose, the Founder-Director of Rangsutra Crafts India. Ms. Ghose began by sharing the primary purpose for starting Rangasutra - to ensure that artisans, especially women artisans, who do not have access to education, resources to start enterprises, or even access to work are able to get access to regular work and employment through their craft skills, or which they have been trained in. Rangasutra first started when a thousand artisans put in a thousand rupees each - this was their first shared capital or equity. Later on, whenever people show an interest, Rangasutra sees what their capabilities are, if they need any training, and then the first step is to ensure that they have work. After a couple of years of providing them work, then they are asked if they are interested in becoming shareholders, and many of them agree - that's exactly how Rangasutra now has 2000+ artisan shareholders, most of them being women. She then explained the several-step process of Rangasutra that helps bridge the gap between rural artisans and global consumers. Firstly, the company invests a lot in product development, in which they co-create new products along with the artisans, keeping in mind the market they are going to be pitching them for. Rangasutra designers work with the artisans in villages to develop new samples, which are then shown to retailers, like FabIndia and IKEA - Rangasutra's two main large buyers. Once these samples are passed

and the orders are placed, then the company helps to source the right raw materials that are later sent to the artisans. Therefore, artisans take part in all processes, right from product development, to production, to quality control. Rangasutra also equips artisans who show leadership to become craft managers, production managers, quality inspectors, and finally to dispatch the product to the buyer. She then shared her views on fair trade, which is that everyone gets their due. At Rangasutra, whenever there is a new product being made, a cost-time analysis is done, and then the rate to be paid to the artisan is calculated and fixed in collaboration with the artisan.



Session 6- Dr. Pragati Singh
(3:00 PM)

The next speaker was Dr. Pragati Singh, the Founding Director of Humans of Queer, and the Founder of Indian Aces. Since Dr. Singh is a doctor and public health professional, she shared her views on sex education and its role in the betterment of society. In addition, she shed light on the stark difference between India and other countries when it comes to mental, physical, and sexual health. She also talked about motivation in the workplace, and how having a correct work-life balance is essential to lead a healthy lifestyle. She also displayed her appreciation for newer technologies, and talked about how they have

helped the biosciences reach exponential growth. According to her, a great leader is not one who tells you what to do, but shows how it's done.



Session 7- Mr. Hitesh Bhatt and Mrs. Kim Bhatt (3:40 PM)

The next and final speakers were Mrs. Kim Bhatt, President and Mr. Hitesh Bhatt, Founder & CTO, Bhatt Foundation Inc. Mr. Hitesh Bhatt shared with us his childhood experiences and the struggles he had to face as an Asian immigrant living in America. He shared the inspiring story of how he went from not being able to afford public transport as a high-schooler to, later on, becoming one of the very first people to own a Tesla. Dr. Bhatt explained the various business models that he has developed along with his wife, Mrs. Kim Bhatt. Lastly, he shared the remarkable impact the Bhatt Foundation has had, especially in the medical field.





# **COMPETITIONS**

A bunch of interesting competitions were organized by the team members, which tested creativity, innovation, and knowledge of the participants. The competitions were

designed keeping in mind the different skill sets of the students involved. The events witnessed participants fighting it out in the competitions for exciting prizes amounting to INR 5,000.

## PRE-EVENT COMPETITIONS

Prior to the 2-day event of E-Summit, several pre-event competitions were conducted, to gain insights about the audience.

# Sharkenstein, the shark tank quiz

A quiz competition which invoked Shark Tank India nostalgia in the participants.





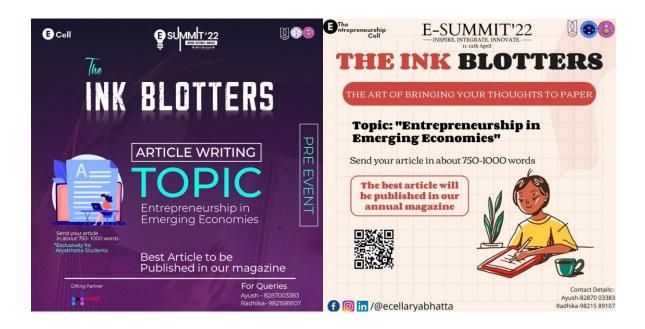
#### **Carnival of music**

An online music related quiz for all the music lovers to test their knowledge about music.



# The Ink Blotters- An Article Writing Competition

All the young writers of Aryabhatta College were invited to grab their pens and write articles on the topic 'Entrepreneurship in Emerging Economies'. The best article was published in our annual magazine, THE FRONT RUNNER.



#### MAIN COMPETITIONS

# **House of Bidding**

An online live auction was conducted where the participants had a chance to bid on their favourite OTT characters.



## **Analytic Aces- A Case Study Competition**

The competition consisted of 2 rounds, a quiz and a presentation. The shortlisted teams presented their case solutions in front of an esteemed panel of judges. The esteemed panel of judges included Mr. Anshuman Mohanty, an IIM graduate and a business consultant, and Mr. Vishal Kumar, Co-founder of Learning While Traveling.



#### **Sneak and Seek- A Treasure Hunt**

It was conducted in 2 rounds, the first round being a fun quiz on various topics including general knowledge, current affairs and entertainment, followed by an offline treasure hunt in the college premises.



#### A WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS

#### In Collaboration with AIC-JNUFI

Mr. Anuj Malhotra, who is a Senior Associate Advocate at the Lexstone Group, enlightened the students with a workshop on Intellectual Property Rights. He very succinctly explained the different aspects of IPR, such as copyright, trademark, trade design, trade secret, and geographical indications, among several others. Sir also illustrated the various nuances of IPR through real-life examples. Mr. Malhotra encouraged all students to make sure their ideas are protected, even if they want to pursue developing it in the future, for instance, by procuring a domain name. The workshop concluded with a Q&A session, wherein Mr. Malhotra shared some more insights and advice to the budding entrepreneurs in the audience who want to make an impact with their unique ideas, innovation, and intellect. Approximately 80+ budding entrepreneurs participated in the workshop held in the Seminar Room of the college.









### **BUSINESS PLAN COMPETITION- ENTREPRENEUR IN YOU**

#### In Collaboration with AIC-JNUFI

The second day of the summit witnessed a stellar Business Plan competition named Entrepreneur In You - a platform for aspiring entrepreneurs to display their ingenious ideas. The competition was held in collaboration with the Atal Incubation Centre - Jawaharlal Nehru University: Foundation for Innovation. The budding entrepreneurs had to pitch their business plans live in front of an esteemed panel of investors and judges, with a chance to get investment from leading investors, along with incubation opportunities. The winning venture received a **cash prize of INR 10,000** from E-Cell Aryabhatta College sponsored by **Sproutech Solutions Pvt Ltd (Lawyered).** 

The esteemed panel of judges included Mr. Kavindra Taliyan, CEO at Atal Incubation Center Jawaharlal Nehru University: Foundation for Innovation, Mr. Simran Paul Singh, CEO and Co-Founder at Pitch our Way, Ms. Vanshika Mangla Co-Founder and Head of Investments at Pitch Our Way, along with Ms. Heena Arora, Founder & Managing Director at Fundvice.

Conducted in hybrid mode, **twelve teams** comprising approximately 40 participants selected out of more than 100 registrations, delivered their ideas in the form of a presentation and discussed the various resources necessary to progress their start-ups. Each team was allotted 10 minutes to present their idea, followed by a 5-minute Q&A round with the judges in the seminar hall of the college.



# **Investors**



Simran Paul Singh

Pitch Our Way Angel Investor



Heena Aroora

Founder and MD at Fundvice



**Kavindra Singh** 

CEO -Atal Incubation Center-JNUFI



Vanshika Mangla

Co-Founder Pitch Our Way

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Moti Bagh, New Delhi, Delhi 110021, India
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#### THE FRONT RUNNER VOLUME 2

The event came to a conclusion, with the launch of the second edition of 'THE FRONT RUNNER', the annual publication of The Entrepreneurship Cell of Aryabhatta College, featuring articles on business and innovation, captivating interviews and other engaging and fun segments, aiming to foster, incite and promote entrepreneurship and entrepreneurial instinct, which has always been an integral and constant vision of the cell. The TFR targets not only business-minded students but also individuals from varying age groups who seek to gain new knowledge and are curious about the complex world of entrepreneurship. Through TFR, E-Cell aims to provide sagacious insights and unique perspectives that make a lasting impact on the readers.

Principal, Prof Manoj Sinha, Guest of Honor, Mr. Hitesh Bhatt and Mrs. Kim Bhatt, Guest Speaker Dr. Pragati Singh, and Convenor, Dr. Monica Aggarwal and Co-Convenor Dr. Shivani Raheja launched the magazine and shared a few words of motivation & appreciation after the inauguration. They were full of praise and encouragement and congratulated the whole team of E-Cell Aryabhatta College for their accomplishments.



## **CLOSING CEREMONY**

The 2-day event concluded with a vote of thanks by the Entrepreneurship Cell's Coconvenor, Dr. Shivani Raheja to all the speakers for taking out time for the event and giving the audience a view of the business world, the sponsors, who put faith in the event and gave the opportunity to successfully conduct E-Summit'22, the team for making the event a success, the Principal & the Convenor for their valuable guidance, and the audience for being part of the journey. With the end of the E-Summit'22, the audience were brimming with wonderful and knowledgeable insights of the corporate world.

#### **EVENT HIGHLIGHTS**



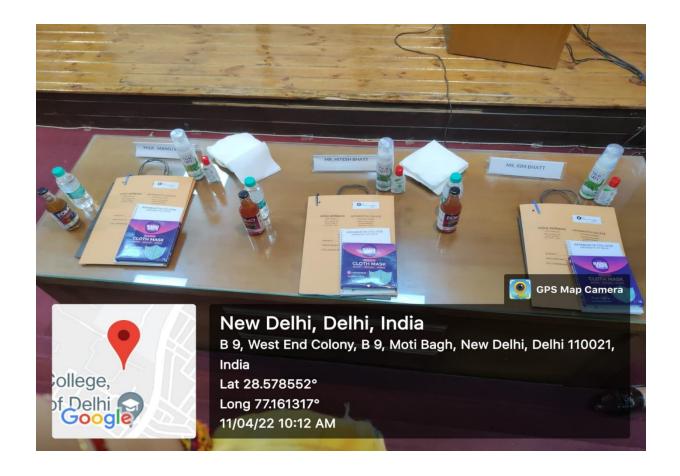












#### **EVENT POSTER**



#### **LIST OF ATTENDEES**

The event was physically attended by more than 200 people at the college campus and approximately 500 people connected through online mode. Some of the people who attended the event are as follows:

- 1. Anshika
- 2. Shanya
- 3. Mahek
- 4. Udhav
- 5. Prashant
- 6. Yash
- 7. Muskan
- 8. Aviral
- 9. Aditya
- 10. Diksha
- 11. Veronica
- 12. Anushka
- 13. Garv
- 14. Shubham
- 15. Piyush
- 16. Harsh
- 17. Gumaan
- 18. Garima
- 19. Kalyani
- 20. Sarthak
- 21. Manav
- 22. Sakshi
- 23. Tanya
- 24. Radhika
- 25. Aayush
- 26. Triguna
- 27. Ronak
- 28. Rashi
- 29. Aastha
- 30. Shubham
- 31. Manav
- 32. Surbhi
- 33. Diya
- 34. Khushi
- 35. Dipleen