

ANNUAL WRITE-UP

ENSO- THE ENTREPRENEUR SOCIETY

ARYABHATTA COLLEGE

(JULY 2015- MARCH 2016)

Dr. Monica Aggarwal
(Convener)

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**#DO WHAT YOU LOVE HANGOUT
BY HUMAN CIRCLE
(Monday, 28 September, 2015)**

A seminar was organized by ENSO, The Entrepreneur Society, Aryabhata College, University of Delhi, in association with Human Circle. Being the maiden initiative, the aim of the seminar was to provide a platform to the students to explore and develop their hidden talent in the world of entrepreneurship. The seminar was conducted by Mr. Kamal Seth, founder and chief happiness officer of Human Circle, Co-founder of IndiaPreneurship.

Mr. Seth started the session with explaining how everyone must follow his/her dream and start doing, what they actually love to do. Then a discussion was held on personality development like communication skills, body language etc. It was also discussed that how things like exploring, giving time to yourself and to your family, helps you to find what makes you happy the most. It was also discussed that how he has started with human circle, what problems he faced in the beginning and how much he had to explore to finally find to do what he actually loved. A very good interaction was held between the speaker and the students and the audience enjoyed very much.



UNDOWITHOUTABLE
BY Vikram Gahlot
(Friday, 30th October, 2015)

A seminar was organised by Enso- The Entrepreneur Society, Aryabhata College in association with MBAGuru. An inter-college session was conducted by Mr. Vikram Gahlot, the GD-PI mentor of MBAGuru. The purpose of the session is to empower students with entrepreneurship skills, marketing skills and confidence building, etc.

Mr. Gahlot began with explaining his own journey and all the experiences he had in the field of education and his profession. He clarified how confidence and hard work can make you exceptionally good in your profession. He disclosed about his own experience of internship with Coca Cola and how he excelled in it. He also notified audiences with one of his start-up named 'Web Chutney', which by the extreme hard work and dedication of the team members, generated revenue in crores. Web Chutney is a true inspiration for all the budding entrepreneurs. They also shared few exceptionally amazing books and autobiographies, to understand the various business tactics as well as the struggles made by the top level entrepreneurs. The students comprised of various courses and from distinct colleges also, whose queries were very well greeted by Mr. Gahlot. On a whole, it was an enlightening and fruitful session and the audiences showed immense captivation on the topics that were discussed.



GOOGLE MASTERCLASS
By Human Circle
(Monday, 25 January, 2016)

The entrepreneurship society, ENSO, Aryabhata college organized a inter-college seminar on 25th January 2016 in association with Human Circle. The aim of seminar was to awake the students with the existing, unobserved opportunities and to learn from the Google-story of two amazing entrepreneurs who came together to create one of the best and largest companies in the world. The seminar was conducted by Mr. Kamal Seth, founder and chief happiness officer of Human Circle, Co-founder of IndiaPreneurship.

The session focused on the belief “DO WHAT YOU LOVE” and tries to be best in that area. They discussed about how only two budding entrepreneurs came together and created GOOGLE and now they ruled the whole world. Now, one cannot imagine their life without Google. Making it more interesting and cheerful, several Role playing sessions and Business games were conducted through which one could judge his/her own concentration level and mind’s ability to process. Mr. Kamal asked everyone to scribble on a sheet of paper about their goals and aims in life, followed by discussions. They also conducted some more Intelligence quotient (IQ) activities with students so that they can themselves judge their own IQ level. Overall the event was a huge success as each one present learnt something from their personal experiences only and motivate them to achieve their goals in life.



“YOUNIQUE”- An Idea Generation - Paper Presentation Competition (Tuesday, 9 February, 2016)

ENSO, The Entrepreneur Society, Aryabhata College, University of Delhi, organized an event, “YOUnique”- An Idea Generation - Paper Presentation Competition”, on 9 February, 2016. The competition was an Inter-College event, which calls students to be apparent spokesperson of a crisis ridden organization and promote to develop the crisis management etiquette of next generation to be pre-prepared for managing the worst.

The whole process was carried in two rounds. Round one, was a preliminary round. Within the given time-limit and business idea, the teams had to brief up their unique idea, design a logo and attach a catchy tagline to it. On the basis of the results, the shortlisted candidates were called for the next round. The participants were given a case study of a Company (i.e. Nestle’s Maggi noodle's comeback to the Indian market), and within specified time limit of 45 minutes they have to prepare their solutions in PowerPoint presentation (ppt) form. The teams aptly presented their powerpoint presentation within the given 10 minutes time limit, along with questions that were raised by the other teams. In the end, out of the 22 teams that took part in the competition, only 3 teams emerged as the winners. Aryabhata college's teams took home the first and second runner up prizes, but the First prize was backed by the team from Shaheed Sukhdev College of Business Studies.



**A Visit to NATIONAL STOCK EXCHANGE OF INDIA LIMITED (NSE)
(Tuesday, 1st March, 2016)**

ENSO, The Entrepreneur Society, Aryabhata College, University of Delhi, had visited National Stock Exchange office, Delhi Branch on March 1, 2016. The visit includes a session and incorporate lecture on overview of the National Stock Exchange, Capital Markets and NSE's Certification in Financial Markets (NCFM). It was conducted by Ms. Nivya Nair, Assistant Manager-SBU-EDU.

The National Stock Exchange of India Limited (NSE) is the leading stock exchange of India. NSE was established in 1992 as the first demutualized electronic exchange in the country. NSE was the first exchange in the country to provide a modern, fully automated screen-based electronic trading system which offered easy trading facility to the investors spread across the length and breadth of the country. In the session, the students came to know about the history and structure of Stock Exchange's pre -post 1990s. The session throws light on how reforms had taken place over a period of time and NSE was established, the various investment alternatives available to an investor; and the role and importance of capital market in Indian economy. Also students got to know about the importance of investing in various options available, at an early age, and were encouraged to do so. They also explained the NSE group of companies in detail and their role in smooth functioning of NSE; and the various products traded on it and so on. On the whole, the session turned out to be very informative and interesting giving an insight on the practical working of the stock exchanges and their role in Indian Economy.



**“INNOVACIA”- The B-Plan Competition
(Wednesday, 30 March, 2016)**

Innovacia- The Business Plan competition, a exhilarating competition organized by the ENSO, The Entrepreneur Society, Aryabhata College, University of Delhi on March 30, 2016. The competition principally encourages innovative minds to come and share their own vision and understanding about emerging business venture and structures. The shortlisted teams were required to present their unique Business plan idea to the judges within the given time limit of 15 minutes via a PowerPoint Presentation. The event was a huge success. The teams participated were from various colleges of University of Delhi (St. Stephens College, College of Vocational Studies and Deen Dayal Upadhaya College, etc) and apart from these, students from IP University, Ambedkar University and IRAI (Indian Agricultural Research Institute), PUSA participated as well. On the day, the teams introduced very distinctive concepts like instant ready to serve millets-meal, a herbal substitute to tobacco products, concept of service dogs for India, etc. Innovative as well as astounding ideas were presented in the most impressive manner. All the teams did their absolute best to convince the judges and answered the questions raised by the other teams and audiences. In the end, the valedictory session was graced by the Honourable Principal of Aryabhata College, Dr. Manoj Sinha, who also awarded prizes to the winners. Ankit from IARI, PUSA and Baksheesh from Ambedkar University took away the runners up prize, while Shrenik Jain from Deen Dayal Upadhayaya College, University of Delhi emerged as the ultimate winner. It was a platform, highlighted the competitive spirit of the students and their interest in the field of entrepreneurship resulting in a spell-binding competition.



A Start-up by Students of The Entrepreneur Society, ENSO Printeresting

You create memories, we deliver them

Printeresting is a Delhi based online venture started by three of the members (Jayesh Paliwal, Rishabh Bhatt and Udit Goswami) of The Entrepreneur Society, Enso, Aryabhata College, in January 2016. They named their venture as – Printeresting, which provide personalized printed products to cherish the most loved moments.

The vision of this start-up is to provide a wide range of spectacular customized products which recreate our most loved memories. Printeresting is all about connecting people and their moments of magic through photographs. Customers can store, share, and print their digital photos. The product range includes Collage Posters , Framed Collage Posters, Photo Frames, Mini Photo Book, Photo Strips and Square Photo Prints etc. Printeresting provides solution to problem of thousands of people who are looking for creative and trendy yet different products for gifts on birthday, anniversaries and other occasions. The main aim is to make customers happy and satisfied with deserving contempt and quick delivery at their doorsteps. Their positioning and user experience is focused around “Celebrate your memorable photo moments in print.”

