

# The Entrepreneurship Cell Annual Report 2021-22

## [Initiatives | The Entrepreneurship Cell \(theecell.in\)](https://theecell.in)

**Convener: Dr Monica Aggarwal**

**Co-Convenors: Dr Shivani Raheja and Dr Ruchi Sharma**

**President: Ms. Simran Mehta, Vice President: Ms. Shanya Srivastava**

E-Cell started off the year with the continuation of Business Unfiltered Series episode 3 and 4. “Entrepreneurial Youth Conclave (EYC’21)- a panel discussion symposium where our panelists Mr Sanjeev Bikhchandani, Mr Vivek Kapoor, Ms Shabeena Shaik shared their insights on “Impact of Hyper Internet Adoption on Businesses”. E-cell organized Social Entrepreneurs’ Conference 2021 (SEC’21) where our speakers shared how they tackled the most challenging issues of the society.

On December 3, 2021 a virtual orientation was held for the freshers followed by a recruitment process and on January 5, 2022 the society was introduced to the new Associate Members in the official Induction program. On January 5, 2022 an MoU was signed with AIC-JNUFI for promoting incubation and innovation. On January 20, 2022 E-cell participated in the Masterclass organized by AIC-JNUFI where Ms. Anooja Bashir (CEO OUREA) was the resource person for the session. An informational session was organized, on the occasion of Start Up India Innovation Week (Jan16-Jan23), to familiarize the members of the society with entrepreneurial journey. They were also encouraged to make a database of budding entrepreneurs with their potential start up ideas. On Jan 21, A crossword puzzle was made to test the knowledge of the students.

On March 2, 2022 an international MoU was signed with Amity College-Florida, USA for promoting faculty exchange program. On March 8, 2022 (on the occasion of Women’s Day) E-cell organized a panel discussion about women entrepreneurship and empowerment with Ms Ridhima Arora (founder of Namhya Foods), Ms Akansha Gupta (founder of Urvann) and Ms. Ananya Maloo and Ms. Anushree Maloo (founders of Nuutjob). They expressed their opinion about gender biases and stereotypes.

As a marketing strategy for E-Summit 22, the society held Pre-events- House of Bidding (Auction), Ink blotters (Article Writing), Sneak and Seek (treasure hunt), Analytical Aces (A case study competition), Carnival of Music (Quiz) and Sharkenstein (The Shark Tank Quiz). E-cell held its annual, two-day flagship event E-Summit on 11th and 12th April, 2022 (in hybrid mode). E-cell was honored to have some great entrepreneurs like Mr Ravi Kumar Narra (Padma Shri awardee), Mr. Anil Bhasin ( Ex-president Havells), Mr Mikhail Innani (Co-founder Pharmeasy) amongst others.

Entrepreneur In You (A B-Plan competition) was held in collaboration with AIC-JNUFI which was adjudged by Mr. Kavindra Kumar, CEO, AIC-JNUFI, Mr. Simran Paul Singh & Ms. Vanshika Mangla, the Co-founders of Pitch our Way and Ms. Heena Arora, founder and MD of Fundvice.

The event was followed by the launch of the second edition of our magazine “THE FRONT RUNNER” by **Professor Manoj Sinha, Principal**, Aryabhatta College, Dr Monica Aggarwal, Convenor, E-Cell, **Dr Shivani Raheja & Dr Ruchi Sharma**, Co-Convenors, E -Cell along with our Guest of Honor, Mr. Hitesh K. Bhatt, Founder and CTO, Bhatt Foundation Inc., Mrs. Kim H. Bhatt, President, Bhatt Foundation Inc.

**During this tenure, Team E-Cell managed to secure 50+ collaborations with eminent colleges across India, sponsors (Peesafe, Ananta Foods, Sproutech Solutions/Lawyered, HHI etc), partners (FOMO, Big Bull Café, Budweiser Beats, media partners etc) and academic/charitable institutions.**

DATE	EVENT DETAILS	TOPIC	SPEAKERS & LINK TO EVENT REPORT
3/7/2021	Business Unfiltered EP3	Starting Up and Managing Businesses	<p>Mr. Ashutosh Kashyap (Founder, Bit Finance)</p> <p><a href="https://aryabhattachcollege.ac.in/NewAndEvent/ozjxznbfd543pe45swzim0buE%20Cell%20You%20Tube%20Series%20-BU UNFILTERED%20EPISODE%203%20Report.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/ozjxznbfd543pe45swzim0buE%20Cell%20You%20Tube%20Series%20-BU UNFILTERED%20EPISODE%203%20Report.pdf</a></p>
10/7/2021	Business Unfiltered EP4	Secrets of Blockchain and Entrepreneurship	<p>Mr. Aman Sanduja (Founder, Moving)</p> <p><a href="https://aryabhattachcollege.ac.in/NewAndEvent/fhh4mo45vbflw1554lkbc22uBusiness%20Unfiltered%20Episode%204%20Report.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/fhh4mo45vbflw1554lkbc22uBusiness%20Unfiltered%20Episode%204%20Report.pdf</a></p>
12/8/2021	Entrepreneurial Youth Conclave 2021	Impact of Hyper Internet Adoption on Businesses	<p>Mr. Sanjeev Bikhchandani (Padma Shri recipient, Founder and Vice Chairman, Info Edge), Mr. Vivek Kapoor (Founder Dineout), Ms. Shabeena Shaik (CTO, LEDBY Foundation)</p> <p><a href="https://www.aryabhattachcollege.ac.in/NewAndEvent/3pw2wu55lyzbklr33hh1o2mcEYC%202021%20Report.pdf">https://www.aryabhattachcollege.ac.in/NewAndEvent/3pw2wu55lyzbklr33hh1o2mcEYC%202021%20Report.pdf</a></p>
5/9/2021	Started Instagram Series- BOLLYPRENEURS	Instagram Series	<p><a href="https://www.instagram.com/p/CV-Cn9PhhPg/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CV-Cn9PhhPg/?utm_source=ig_web_copy_link</a></p>

5/9/2021	Started Instagram Series- INDUSTRIES	Instagram Series	<a href="https://www.instagram.com/p/CWAThB3B1i0/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CWAThB3B1i0/?utm_source=ig_web_copy_link</a>
5/9/2021	Started Instagram Series-BEYOND PROFIT	Instagram Series	<a href="https://www.instagram.com/p/CVun3psDQt2/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CVun3psDQt2/?utm_source=ig_web_copy_link</a>
8/10/2021	Webinar on 'How to Raise Funding for Your Startup'	How to Raise Funding for Your Startup	Mr. Tushar Kansal (Founder, Kansaltancy Ventures) <a href="https://aryabhattachcollege.ac.in/NewAndEvent/3u1p31nxvn5e5a55nmymnriureport%20webinar.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/3u1p31nxvn5e5a55nmymnriureport%20webinar.pdf</a>
20/11/2021	Social Entrepreneurs Conference	Power Of Purpose	Mr. Santosh Parulekar (Founder, Peepal Trees), Ms. Meghna Joshi (Founder, Swan Livelihood), Ms. Urvashi Sahni (Founder, Study Hall Education Foundation), Mr. Nand Kishore Chaudhary (Founder, Jaipur Rugs)  <a href="https://aryabhattachcollege.ac.in/NewAndEvent/4cigv4efyvkjh0550ztfiw55SEC%202021%20REPORT%20(1).pdf">https://aryabhattachcollege.ac.in/NewAndEvent/4cigv4efyvkjh0550ztfiw55SEC%202021%20REPORT%20(1).pdf</a>
3/12/2021	Virtual Orientation 2022	Virtual Orientation For Batch of 2024	The Entrepreneurship Cell  <a href="https://aryabhattachcollege.ac.in/NewAndEvent/dot3kknyw1csdb550yjmygz0The%20Entrepreneurship%20Cell%20-Orientation%202022%20Report.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/dot3kknyw1csdb550yjmygz0The%20Entrepreneurship%20Cell%20-Orientation%202022%20Report.pdf</a>
5/1/2022	MOU with Atal Incubation Center- Jawaharlal Nehru University Foundation for Innovation	An MOU is signed for Incubation Centre	<a href="https://aryabhattachcollege.ac.in/NewAndEvent/yortojakyyrg0zv41z3vf155Araybahhatta%20College-JNU%20MOU%20Signing.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/yortojakyyrg0zv41z3vf155Araybahhatta%20College-JNU%20MOU%20Signing.pdf</a>

5/1/2022	Virtual Induction 2022	Introduction about the Entrepreneurship Cell and our Vision to the new members	The Entrepreneurship Cell <a href="https://aryabhattachcollege.ac.in/NewAndEvent/dot3kknyw1csdb550yjmygz0Ecell%20Induction%202022%20Report.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/dot3kknyw1csdb550yjmygz0Ecell%20Induction%202022%20Report.pdf</a>
20/1/2022	Participated in Masterclass Organized by AIC-JNUFI	A Masterclass on Strategic Marketing for Startups	Ms. Anooja Bashir (CEO, Qurea) <a href="https://aryabhattachcollege.ac.in/NewAndEvent/d311j445h44o345h0zpgkbuE%20Cell-%20JNU%20Webinar%20report%2020%20Jan.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/d311j445h44o345h0zpgkbuE%20Cell-%20JNU%20Webinar%20report%2020%20Jan.pdf</a>
16/1/2022 to 23/1/2022	Startup Week	Entrepreneur in You	The Entrepreneurship Cell <a href="https://aryabhattachcollege.ac.in/NewAndEvent/x4syhx55thgeawyw31y3hcnkStartup%20Week%202022%20Report.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/x4syhx55thgeawyw31y3hcnkStartup%20Week%202022%20Report.pdf</a>
2/03/2022	MOU with Amity College - Florida, USA	An international MOU is signed by The Entrepreneurship Cell between Aryabhattach College and Amity College-Florida, USA for promoting Faculty Exchange Program	<a href="https://aryabhattachcollege.ac.in/NewAndEvent/ypxmntnrwxu5cn45ptoaks45Aryabhattach%20College%20signs%20MOU%20with%20Amity%20College%20Florida.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/ypxmntnrwxu5cn45ptoaks45Aryabhattach%20College%20signs%20MOU%20with%20Amity%20College%20Florida.pdf</a>
8/03/2022	Celebrating Women's Day: A Panel Discussion	Women Entrepreneurship and Empowerment	Ms. Ridhma Arora (Founder, Namhya foods), Ms. Akanksha Gupta (Co-Founder, Urvann), Ms. Ananya Maloo and Ms. Anushree Maloo (Founders, Nuutjob) <a href="https://aryabhattachcollege.ac.in/NewAndEvent/tn3x1c45f01kqqa1cwby2zqtWomen's%20Day%20'22Report.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/tn3x1c45f01kqqa1cwby2zqtWomen's%20Day%20'22Report.pdf</a>

<p>11/4/2022 To 12/4/2022</p>	<p>E -Summit 2022</p>	<p>Inspire. Innovate. Integrate.</p>	<p><a href="https://aryabhattachcollege.ac.in/NewAndEvent/4hpumej2qzुकgpu0rd1zv055ESUMMIT%E2%80%9922%20REPORT%20.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/4hpumej2qzुकgpu0rd1zv055ESUMMIT%E2%80%9922%20REPORT%20.pdf</a></p>
<p>12/4/2022</p>	<p>B-Plan competition</p>	<p>A Platform for Aspiring Entrepreneurs to Display their Ingenious Ideas.</p>	<p>Mr. Kavindra Taliyan (CEO, AIC_JNUFI), Mr. Simran Paul Singh (CEO &amp; Co-Founder, Pitch our Way) Ms. Vanshika Mangla (Co-Founder &amp; Head of Investments, Pitch Our Way) Ms. Heena Arora (Founder &amp; Managing Director, Fundvice)</p> <p><a href="https://aryabhattachcollege.ac.in/NewAndEvent/4hpumej2qzुकgpu0rd1zv055ESUMMIT%E2%80%9922%20REPORT%20.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/4hpumej2qzुकgpu0rd1zv055ESUMMIT%E2%80%9922%20REPORT%20.pdf</a></p>
<p>12/4/2022</p>	<p>Annual Magazine Launch- The Front Runner' Vol 2</p>	<p>The Annual Publication Launch</p>	<p>The Entrepreneurship Cell, Mr. Hitesh Bhatt (Founder and CTO Bhatt Foundation Inc.) &amp; Mrs. Kim Bhatt (President, Bhatt Foundation Inc.)</p> <p><a href="https://aryabhattachcollege.ac.in/NewAndEvent/4hpumej2qzुकgpu0rd1zv055ESUMMIT%E2%80%9922%20REPORT%20.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/4hpumej2qzुकgpu0rd1zv055ESUMMIT%E2%80%9922%20REPORT%20.pdf</a></p>
<p>12/4/2022</p>	<p>Workshop on 'Intellectual Property Rights' in association with AIC- JNUFI</p>	<p>Workshop on Intellectual-Property Rights</p>	<p>Mr. Anuj Malhotra (Senior Associate Advocate, Lexstone Group)</p> <p><a href="https://aryabhattachcollege.ac.in/NewAndEvent/4hpumej2qzुकgpu0rd1zv055ESUMMIT%E2%80%9922%20REPORT%20.pdf">https://aryabhattachcollege.ac.in/NewAndEvent/4hpumej2qzुकgpu0rd1zv055ESUMMIT%E2%80%9922%20REPORT%20.pdf</a></p>

12/4/2022	MOU with Bhatt Foundation Incorporation- USA and Bhatt Charity Foundation - India	An MOU is signed behalf of the E-Cell between Aryabhata College, University of Delhi, Bhatt Foundation Inc USA & Bhatt Charity Foundation, India for promoting cultural Exchange and supporting students Education, Health & Hygiene.	Mr. Hitesh Bhatt and Ms. Kim Bhatt (Founders and CTO, Bhatt Foundation Inc, USA) <a href="https://aryabhatacollege.ac.in/NewAndEvent/kmfv2biyyysjmzifdcfjzt2kAryabhata%20College%20signs%20MOU%20with%20Bhatt%20Foundation%20Incorporation.pdf">https://aryabhatacollege.ac.in/NewAndEvent/kmfv2biyyysjmzifdcfjzt2kAryabhata%20College%20signs%20MOU%20with%20Bhatt%20Foundation%20Incorporation.pdf</a>
21/6/2022	Webinar on Yoga and Prosperity	Yoga And Prosperity	Ms. Mehak (Founder, Mehak Yoga) <a href="https://aryabhatacollege.ac.in/NewAndEvent/twjloc45cisjg14534vw2hnnYoga%20Day%20Report%20-E%20Cell%20(1).pdf">https://aryabhatacollege.ac.in/NewAndEvent/twjloc45cisjg14534vw2hnnYoga%20Day%20Report%20-E%20Cell%20(1).pdf</a>
29/6/2022	Virtual Visit to Yakult Danone India Pvt Ltd, Sonipat, Haryana	Organized a Virtual Industrial Tour to Yakult Danone	Ms. Divyanshi Bajpai (Jr Executive - QA, Science and PR, Danone India Pvt Ltd) <a href="https://aryabhatacollege.ac.in/NewAndEvent/3pxq4dfzuvz1nt55jrbplj45E%20Cell-Virtual%20Tour-Yakult%2029%20JUne%202022%20Report.pdf">https://aryabhatacollege.ac.in/NewAndEvent/3pxq4dfzuvz1nt55jrbplj45E%20Cell-Virtual%20Tour-Yakult%2029%20JUne%202022%20Report.pdf</a>





ARYABHATTA COLLEGE  
UNIVERSITY OF DELHI



# Business UnFiltered Episode 3

Date: 3rd July  
Time: 12 Noon



“Starting-up and  
managing businesses”



**Ashutosh Kashyap**  
Founder - BitFinance  
TEDx Speaker

**Patron**  
Prof. Manoj Sinha  
(Principal)

**Convenor**  
Dr. Monica Aggarwal

**Faculty Coordinators**  
Dr. Shivzani Rabeja  
Dr. Ruchi Upadhyay

**Student Coordinators**  
Naina Singh  
Yannish Bhandari



**Aman Sanduja**  
Founder - Moving  
UpGrad Blockchain Trainer

**Business  
UnFiltered** EPISODE 4

**Aman Sanduja**  
Founder - Moving  
UpGrad Blockchain Trainer



## OUR SPEAKER PANEL




**SANJEEV BIKHCHANDANI**  
PADMA SHRI RECIPIENT, 2020  
FEATURED IN FORBES  
CO-FOUNDER, NAUKRI.COM


12th August 2021  
10 AM



**SHABEENA SHAIK**  
CHIEF TECHNOLOGY OFFICER,  
LEDBY FOUNDATION  
IIM AHMEDABAD



**VIVEK KAPOOR**  
FOUNDER, DINEOUT  
MERCHANT NAVY



**PRIYANKA MADHANI**  
FOUNDER, EASY TO PITCH  
WOMEN EXCELLENCE  
AWARD, 2020

ARYABHATTA COLLEGE  
UNIVERSITY OF DELHI

# MR. TUSHAR KANSAL

Founder CEO at Kansaltancy Ventures | Venture Capital | Ex-Deloitte, Brand Cap, MTS

'How to Raise Funding for Your Startup'

8<sup>th</sup> October  
AT 4 PM

LIVE ON 



**Contact us**  
Shanya - 7015483800  
Mahek - 9911600329

**Patron**  
Prof. Manoj Sinha  
(Principal)

**Convenor**  
Dr. Monica Aggarwal

**Faculty Coordinators**  
Dr. Shivani Raheja  
Dr. Ruchi Upadhyay

**Student Coordinators**  
Simran Mehta  
Shanya Srivastava

**E** The Entrepreneurship Cell

Aryabhata College  
University of Delhi



**Dr. Urvashi Sahni**  
FOUNDER OF: STUDY HALL  
EDUCATIONAL FOUNDATION  
(SHEF), SURAKSHA, DIDI  
FOODS & CREATIONS.



**Mr. Nand Kishore Chaudhary**  
FOUNDER - JAIPUR RUGS.

# SOCIAL ENTREPRENEURS CONFERENCE 2021



**Ms. Meghna Joshi**  
FOUNDER - SWAN  
LIVELIHOOD

Patron  
Prof. Manoj Sinha  
(Principal)

Convenor  
Dr. Monica Aggarwal

Faculty Coordinators  
Dr. Shivani Raheja  
Dr. Ruchi Upadhyay


Student Coordinators  
Simran Mehta  
Shanya Srivastava



**Mr. Santosh Parulekar**  
CO-FOUNDER & CEO OF PIPAL  
TREE VENTURES.

ECall Aryabhata is presenting

**E** The Entrepreneurship Cell



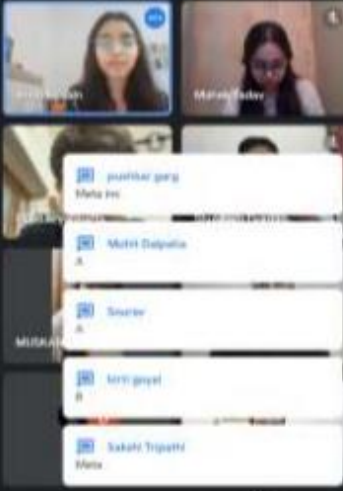
**NAME THE PARENT COMPANY OF KWALITY WALLS.**

A. LIFEBUODY

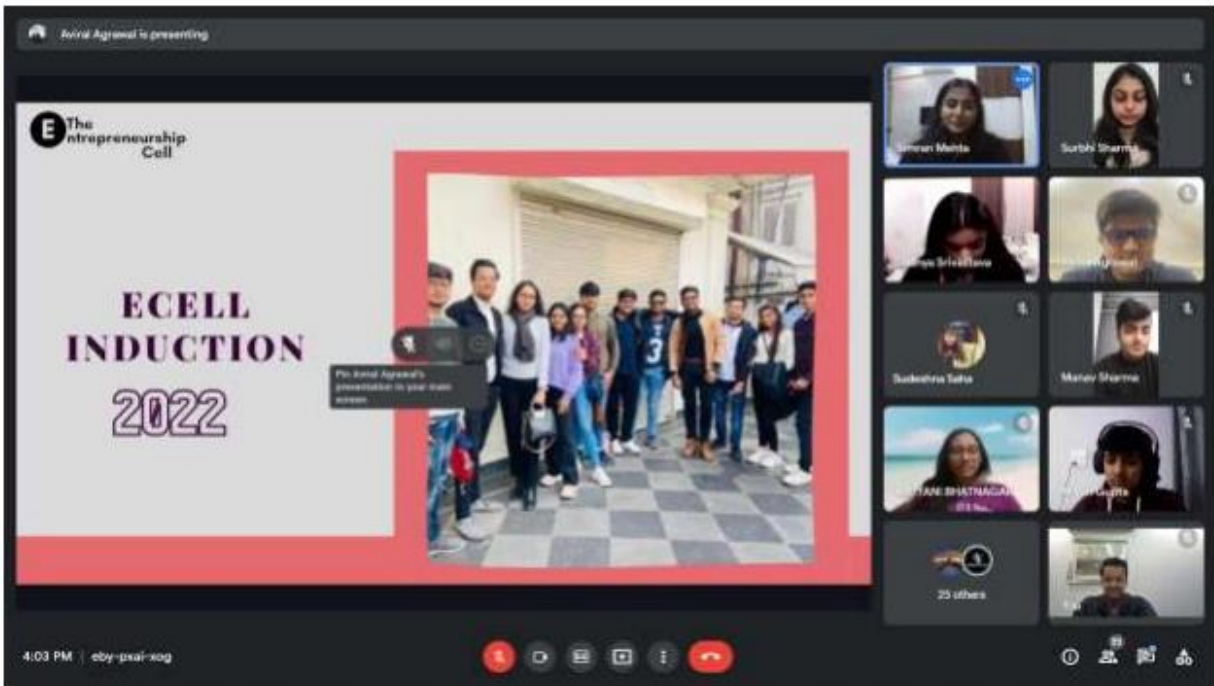
B. HINDUSTAN UNILEVER

C. P&G

D. AMUL



6:23 PM | pko-rkabi-bop





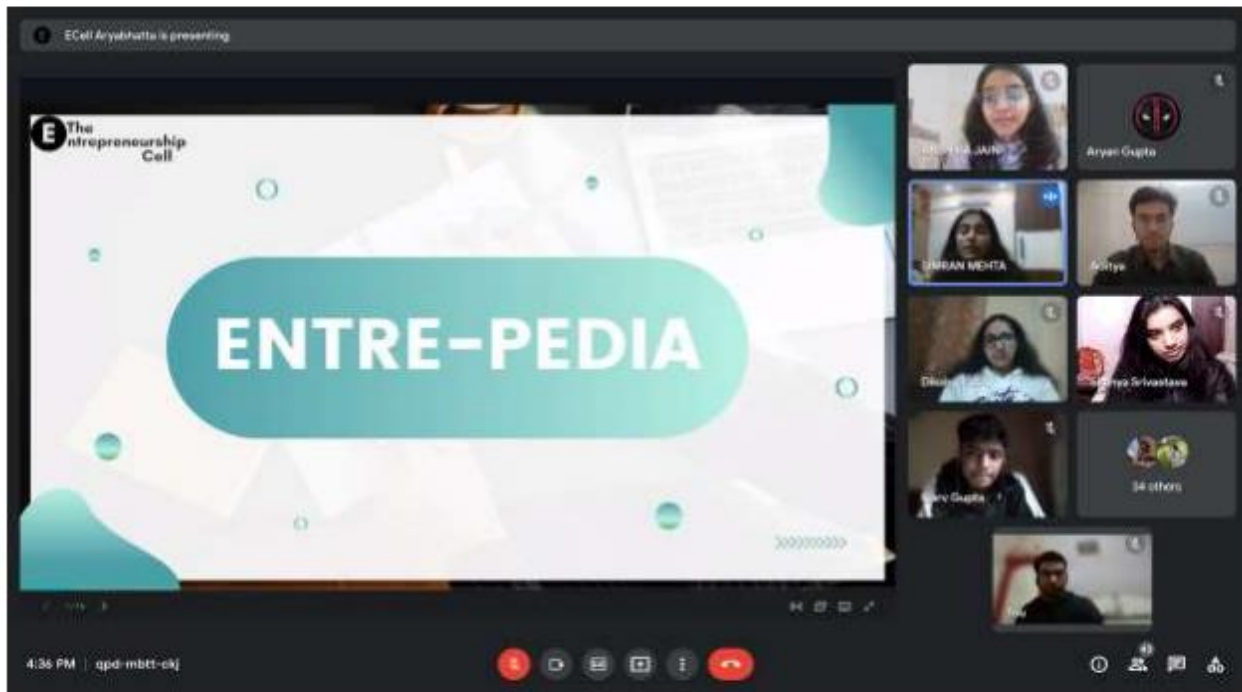


A Masterclass on  
**Strategic Marketing**  
 For Startups



Date  
**Thursday**  
 20 January 2022  
 Time  
**4 pm onwards**

Speaker  
**Anooja Bashir**  
 CEO Ourea, CMO FlexiCloud  
 Brand & Marketing Strategist





**New Delhi, Delhi, India**  
 MAIN CAMPUS, ARYABHATTA COLLEGE, RLA Rd, South Campus,  
 South Moti Bagh, New Delhi, Delhi 110021, India  
 Lat 28.578193°  
 Long 77.161042°  
 02/03/22 12:33 PM

**E** The Entrepreneurship Cell



# WOMEN'S DAY SPECIAL



**Ms. Ananya Maloo & Ms. Anushree Maloo**  
 Co-Founder, Nuutjob  
 Shark Tank India Contestant



**Ms. Akanksha Gupta**  
 Co-Founder, Urvann



**Ms. Ridhima Arora**  
 Founder, Namhya Foods  
 Shark Tank India Contestant

**Patron**  
 Prof. Manoj Sinha  
 (Principal)

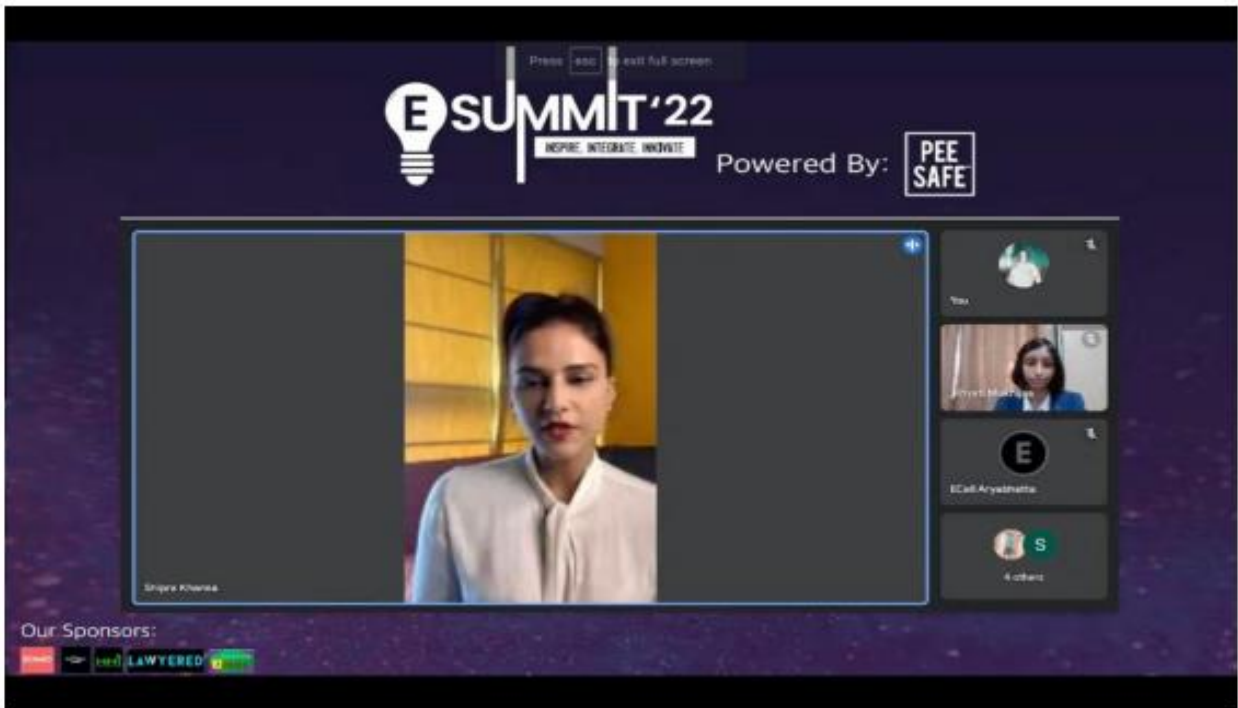
**Convenor**  
 Dr. Monica Aggarwal

**Faculty Coordinators**  
 Dr. Shivani Raheja  
 Dr. Ruchi Upadhyay

**Student Coordinators**  
 Simran Mehta  
 Shanva Srivastava

**Date:** 8th March  
**Time:** 2PM  
**Platform:** Youtube











**New Delhi, Delhi, India**

MAIN CAMPUS, ARYABHATTA COLLEGE, RLA Rd, South  
Campus, South Moti Bagh, New Delhi, Delhi 110021, India  
Lat 28.578384°  
Long 77.161176°  
12/04/22 03:46 PM

GPS Map Camera



**New Delhi, Delhi, India**

MAIN CAMPUS, ARYABHATTA COLLEGE, RLA Rd, South  
Campus, South Moti Bagh, New Delhi, Delhi 110021, India  
Lat 28.578328°  
Long 77.161204°  
12/04/22 10:37 AM

GPS Map Camera

ISSUE-02  
APRIL '22

**E**The  
ntrepreneurship  
Cell

# TFR

THE FRONT RUNNER



INTERVIEWS

INSPIRE

ARTICLES

INTEGRATE

QUIZZES

INNOVATE