ENTRPRENEURSHIP CELL

2021-2022

Brand O Mania

A competition was organized in which the participating students had to think of a new business venture- product or service that they want to sell. They were asked to give a new and original brand name, design a unique logo, smart and catchy slogan. The entries received were judged on the basis of their creativity and uniqueness.

> Short term Entrepreneurial Development Program

The E- Cell motivated our students to attend an Online short-term Entrepreneurial Development Program between 20^{th} September – 6^{th} October 2021. The objectives of the workshop were to evaluate entrepreneurship as a career option, to generate ideas, to know the startup stages and funding opportunities.

➤ Notch Up! - capacity building initiative

Notch – Up was a unique series of capacity building workshops for students of all streams. The workshop went for four days comprising of different topics by different expert resource persons of their respective streams like Effective Resume Writing, Personal Branding on LinkedIn, Personal Grooming, Rejuvenating Body and Mind.

How to make a good presentation

The session focused on making presentations through Google Slides. The session was very comprehensive guiding the students from start to end about making effective presentations and how to create highly animates slides was only covered. The session was conducted by Mr. Akash Gogri, from IIDE, Digital Education Institute

Plan up! Battleground for young business ideas

Plan Up! was an intercollegiate brand building competition. Students submitted their complete business idea and shortlisted students had to make an advertisement of their idea and post it on the events Instagram page. The finalist was chosen on the basis of the popularity of their advertisement on the page. The competition was judged by Mr. Hitesh Pandey, an entrepreneur with his own startup Synemerge Solutions LLP. Two winners were awarded cash prizes and certificates.

Instagram marketing

The webinar began by orienting students on using Instagram as an effective marketing tool. Insights were shared on how this global platform allows companies to showcase products and inspire their audience. The session was guided by Aditya Shastri, Digital Marketing Trainer, Indian Institute of Digital Education.

> Understanding basics of Canva

Ms Aksha Memon and Prashant Shelar – inhouse faculties of BMS and BAF department conducted a online session for students to introduce them to templates used in Canva – A graphic design platform which will help this create social media graphics, presentations, posters, documents.

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