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# PRIYANKA GILL

# Insight into our Institution

## JANKI DEVI MEMORIAL COLLEGE

Janki Devi Memorial College, a premier women's college of the University of Delhi, was founded in 1959. The college aims to provide quality education to young women and empower them to become economically self-reliant, have the confidence to face the vicissitudes of a challenging society, contribute meaningfully to the community, and acquire the capability to think, lead change the world. The college provides facilities and infrastructure to create a holistic atmosphere for the pursuit of academic and extracurricular activities. JDMC has recently completed its 60-year journey in pursuit of excellence. Our mission is to make the college a safe space for diverse cultural and ethnic groups. We are committed to making our students a bright present and future of the country. Lastly, our core values are embedded in our motto, "Vidyahi Paramam Jyoti," which translates to "Knowledge is the Eternal Light."

The college provides a nurturing environment for students from all parts of India. It has also taken firm action to help differently-abled students and teachers through systematised infrastructure and a robust assistance system for the students and faculty. Situated in New Delhi Ridge in idyllic surroundings with lush green lawns and imposing buildings, the college offers twelve undergraduate courses in Liberal Arts, Social Sciences, Mathematics, and Commerce and eight postgraduate courses. JDMC is also the Centre for Non-Collegiate Women's Education Board (NCWEB) and the School of Open Learning (SOL), University of Delhi.

It has more than thirty Societies, Clubs, Cells to give students various platforms to excel in multiple domains. The college also has an extremely dedicated, committed, and motivated faculty and staff. The college building houses a full-time residence for undergraduate students at Janki Devi Memorial College, Krishna Hostel. The beautifully designed Hostel provides safe and comfortable accommodations to 105 students, providing a safe and comfortable abode.

# KNOW OUR E-CELL

Matt Hancock said that entrepreneurship is not only about starting businesses, but it is an attitude to life, and the Entrepreneurship Cell of Janki Devi Memorial College (JDMC) **aims to seed the same spirit in the students.** With the vision of propagating entrepreneurship among young entrepreneurs, we wish to inculcate humanity and, at the same time, an effective means to connect with like-minded individuals. Society leaves no opportunity to provide a platform for budding entrepreneurs to turn their business ideas into reality by providing them mentorship by conducting speaker sessions where experts from various fields give valuable insights to the members. Apart from these sessions, we also ensure to organize business-oriented competitions to nurture essential qualities like leadership, resourcefulness, teamwork within the students.

As an entrepreneurship cell, we believe that the sky's the limit, and we have started a new initiative where we provide student entrepreneurs of our college an opportunity to expand their businesses.

Entrepreneurship cell - Imprenures **working since January 2017** started with the aim to sow the entrepreneurial seeds. It was the summer of 2016 when the idea of starting an Entrepreneurship cell in college clicked the minds of our **founders -Meher Suri and Ashmean.** Intrigued by the idea of entrepreneurship & its increasing interest among young people along with the **support of teachers and our Principal Dr. Swati Pal,** the college decided to commence this student entrepreneurship cell in college during the initial days of our sophomore year. It strives to ignite the brains of students by molding their ideas into something valuable leading to increasing their productivity. Every month the Cell hosts a wide range of educational webinars and contests, as well as supplemental courses (which provide participants hands-on experience with real-world projects).

To help students to gain some practical knowledge the cell has opened the doors of the real world which provides practical and firm answers to all their queries.



**Conveners and founders of Imprenures, the Entrepreneurship Cell of Janki Devi Memorial College**



# ENSIGHT

"En" here means Entrepreneurship and "Sight" here means insights. En-Sight in all is an annual magazine that takes one through the journey called 'an Entrepreneur's life' and analyses the various aspects of entrepreneurship.



## Message from the Principal

It is a fact that we need to have a dream, a dream that we see with our eyes wide open as our late President, APJ Abdul Kalam said, in order to be successful. However, it is equally true that merely seeing dreams or having ideas, however out of the box they may be, is not enough. We have to realize those dreams. And that involves 'doing'. Dreams and ideas set the stage but it is the 'action' that follows that converts those dreams to a reality.

Today, Impreneurs- the Entrepreneurship cell of Janki Devi Memorial College is all set to achieve its goals. I see that in the flurry of activities, the training programmes through webinars, the competitions, Project Anupam and now this wonderful Annual Magazine into which I am sure a lot of hard work has been put. I applaud the entire team of highly motivated and committed students and their mentors for taking such progressive strides. I look forward to many more activities that can involve students such as an add on course on entrepreneurship.

Everything we do in life reflects our spirit and teaches us a lot too. This magazine will showcase your thoughts and ideas, provide you with a platform to express yourselves and teach you from the shared knowledge within the magazine. I congratulate you all and pray you grow stronger in the years to come.

Looking forward to the contents and wishing everyone happy reading!

A handwritten signature in black ink that reads "Swati Pal".

**Prof. Swati Pal**

# Message from the Conveners



**Dr. Madhu Gupta**

We are ecstatic to present to you the first edition of the magazine "EN-SIGHT" of our entrepreneurship cell. It is indeed a happy moment for all of us in this college and especially for "Impreneurs". I congratulate the students whose articles are published in this issue of the magazine and would like to encourage all the students to contribute their ideas and articles for the successive issues of the magazine. Hope the innovative contents of this issue will promote the spirit of entrepreneurship among all the students and encourage them to start their own enterprise. I again express my appreciation to the whole team for their commendable efforts in bringing out this issue and wish them all the very best for their future endeavours.

I am extremely delighted on the launch of "Ensignt", the magazine of Entrepreneurship Cell, Impreneurs, of Janki Devi Memorial College. This magazine is an expression of creativity, leadership and teamwork of our students. Ensignt is beautifully conceptualized and a wonderful blend of relevant articles, pictures and art with memories and personal experiences of students, reflecting their entrepreneurial potential. Interviews with leading women entrepreneurs adds immense value to this effort.

I believe Ensignt will be of great help for the readers by giving an insight on the activities and projects taken up by Impreneurs.

I convey my best wishes and congratulate the students and staff behind this effort for their excellent endeavour.



**Dr. Manisha Sinha**

# Message from the Faculty Members



**Ms. Richa Sharma**

In an ever-changing world, the ability to modernise is essential to ensure sustainable performance and the survival of organisations. I feel highly elated to present the magazine "EN-SIGHT" of the Entrepreneurship cell. Our objective is to create responsible managers and entrepreneurs who are prepared to take on the challenges. We believe in promoting the development of an entrepreneurial spirit within the college, notably via the society. I am extremely delighted to see the efforts made by our students and would like to extend my thankful hands for our students- former, current, and future-for continual pursuit of excellence, both inside and outside the classroom. We appreciate you and are so proud of all that you are accomplishing. Keep changing the world, one step at a time!

We are the helping hands for the Entrepreneurial growth and How you can skill yourself to be an Entrepreneur. The En-sight will help you to experience the Spheres of Entrepreneurship with experiences of Entrepreneurs. Do join hands with us.



**Ms. Asma Anjum**



**Ms. Shivani Thakur**

Entrepreneurship is simply a mindset. It goes against the grain of convention, the constancy of life, bright sunshine, and cheerful faces. It's a curious frame of mind that wants to know what would happen if you did something, despite the fact that everyone says you'll fail. According to me, IMPRENEURS is a place where people can discuss why they should all be entrepreneurs at heart.

I am glad to know that the Impreneurs- The Entrepreneurship Cell is bringing out its first issue of magazine - "En-Sight"- a creative hard work of the students and teachers. I am sure that the magazine will provide the highlights on the growth and achievements of the cell as well as the entrepreneurial ideas and talents of the students during the year.



**Mr. Stanzin Tsewang**



**Dr. Rashmi**

I have great pleasure in conveying my best wishes to the E-cell of Janki Devi Memorial College for releasing the first issue of magazine "En-sight". The issue captures the content on various dimensions of entrepreneurship reflecting the entrepreneurial potential while ensuring that the readers gain a holistic view. I extend my best wishes to all the students, who have involved in bringing out the magazine, for their great success and career ahead.

Many congratulations on the upcoming magazine 'En-sight'. They always say, 'time changes things, but you have to push it in your favour by yourself.' And, it only happens when you start thinking like an entrepreneur. Entrepreneurship Development Cell encourages students and offers them the opportunity to set up their own business. It is a great initiative to hone talent in our communities and empower millennials to showcase their skills and shine above the horizon.



**Mr. Ravindar Meena**

# PRESIDENT & VICE PRESIDENT



**Ritika Aggarwal  
(PRESIDENT)**

To begin with, I would like to express my gratitude to our Principal Ma'am, Convenors of the Cell, and all the teachers who support us in every initiative we undertake. It is indeed a pleasure to be a part of the E-cell Family, where the goal is to encompass the right skill sets and build future leaders! I've been associated with Ecell for the past 3 years and this society has helped me in transforming my personality in and out. The Journey of Launching our First Magazine, En-sight is very special and is possible with the perseverance and the paramount efforts of the whole team. The vision we strive to encompass with the launch of this magazine is to enlighten the youth about taking entrepreneurship as a career. And, We hope that this magazine brings value to your life.

It has been an absolutely amazing journey working on EN-SIGHT, a learning opportunity in itself. I am grateful that I got a chance to work on this with extremely supportive teachers and team. This magazine aims to provide insights into the entrepreneurship world as the name suggests. In 21st century there are numerous opportunities out there and all that matters is effort, so through our effort of bringing forth our ideation into reality and adding value to the young entrepreneurial minds, we hope you enjoy reading EN-SIGHT.



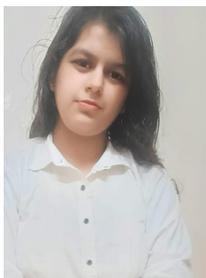
**Khushi Jaluka  
(VICE PRESIDENT)**

# THE EDITORIAL TEAM



**Mansha Baluja**  
(THE HEAD)

It gives me immense pleasure and a sense of pride to put forth the 2022 edition of the flagship magazine of the E-cell - En-sight which was initially only an ambitious project. It couldn't have been materialized without the constant support and guidance of our teacher incharges. With the honour of serving the cell for almost 3 years now, it reminds me of the steep learning curve that I've been through and a set of diverse qualities that the cell has instilled within me. The journey has been second to none. The team has put in their heart and soul to bring this magazine together and I couldn't be more proud of the way it turned out. We've tried to capture bits from various dimensions and facets of entrepreneurship to ensure that you gain a holistic view and can possibly envision our mission. We hope you treasure your time reading this magazine as much as we did curating it. So pull up a comfy chair as you glide through this entrepreneurial avalanche. Happy Reading!!



**Harshita Gera**  
(Content team)

I feel tremendously proud of our team and our society for launching our magazine. This magazine is for you readers who want to do something big, who dream. I hope everyone who reads EN-SIGHT not only gains knowledge but also finds the desire to take a risk like each one of us did.



**Kavisha Bhatia**  
(Designing team)

It has been an absolute pleasure to create something incredible for the cell and work alongside these wonderful individuals. I hope that reading this magazine will have an impact on you. We are so thankful you are here reading now! Cheers!



**Sakshi**  
(Content team)

I'm eternally grateful to be a part of this magazine. Being a part of this I have learned a lot. This was a marvellous journey for me to work with our hardworking team. We indeed have good teamwork. Hope our readers enjoyed it the same as the first time we enjoyed writing it.

I could not have asked for a better team than the ones that I worked with to launch the magazine, the first ever by the E-Cell of the college. I would like to thank the team for providing me the opportunity to work. I could not have been any more proud of the team and at the same time blessed. As a contributor, I can only hope that readers enjoy the insights provided and take learnings that make them better individuals.



**Diksha Arya**  
(Content team)

I am overwhelmed, proud and really blessed to be a part of this Ecell magazine. Working on it was one of the most memorable and amazing part of my college life. It was such an Insightful experience to work with such an amazing team, head and teachers. Hope all the readers would also have a great time while going through this little piece of our heart. Happy reading!



**Liza**  
(Content team)

I am beyond grateful and proud to be a part of this magazine. The whole journey of creating this magazine has taught me the value of good teamwork and how different people with different ideas and perspectives come together and work for the desired outcome. I would hope that the readers also enjoy reading this magazine the way we have enjoyed making it.



**Ishika Kukreja**  
(Designing team)

E-cell has been a wonderful place for learning while having fun. We enjoyed the journey of preparing this magazine and put in a lot of hard work to give our best in the hope to do better and keep improving in the future.



**Mansha Mathur**  
(Content team)

It has been an immense pleasure to be a part of this magazine. It gave me insight about the other members and I thoroughly enjoyed working with them. We as Impreneurs are proud to have this magazine as a visual of our hard work.



**Vanshika**  
(Content team)

# Content



## EN-SIGHT - JANUARY 2022 EDITION

A annually magazine which takes one through the journey called 'an entrepreneur's life' and analyses the good and bad sides of entrepreneurship. It also explores the ways of starting up.

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# Our First Initiative

## Project Anupam - The Incomparable



Team Impreneurs has always strived hard to nurture and foster the spirit of entrepreneurship among the students of Janki Devi Memorial College through various speaker sessions and competitions. Our latest initiative, Project Anupam, is another step that further strengthens our mission to empower students of our college to unleash the entrepreneur within them. Project Anupam is an idea that is pioneered by our honorable principal ma'am, Prof Swati Pal. She envisioned a platform where student entrepreneurs could showcase their products and learn how a business is run. She wants students to become independent and have the courage to start something of their own. With this, our team was set to work on the dream project of our Principal ma'am. During our initial research, we found that there were many students who could create fabulous products but they didn't know how to create a business out of them. To make the project more inclusive, our team decided to cover these students as well. Project Anupam aims to give a boost to existing student entrepreneurs and at the same time help talented students to build their own ventures.

We have two verticals: Creator Nursery and Creator Gallery. In the Creator Nursery, we train students on how they can start their ventures. Creator Gallery features the products of the creators on our platform. When you make a

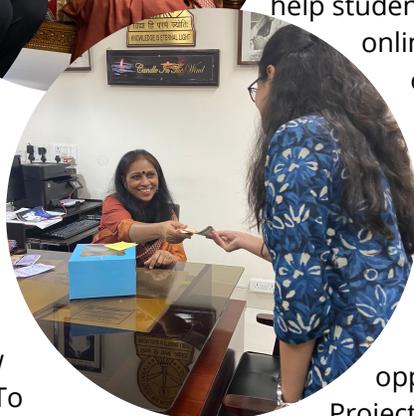
purchase from our platform, you support a creator in growing her business. Women empowerment and social entrepreneurship are at our core. During our first online feature in October, products from various creators (we call our student entrepreneurs - creators)

were featured. We had cakes, jewelry, exotic handmade paintings, and beautiful home decor items - all created or sourced by the students of Janki Devi Memorial College. Chocolate jars from Choco Sparkle and painted bottles by Ms. Gargi

Manral were a hit. Recently, we have launched an exclusive Creator Community on Telegram where we share resources to help students in launching and managing their online business. We have also organized an online training session with Ms. Savitha Nanjappa, founder of Success with Savitha on how to start a business with fewer resources.

As Delhi University has started the offline classes, new opportunities are opening up for Project Anupam. Currently, we are working on taking Project Anupam offline and making it bigger and better!

To stay updated about the upcoming product features of Project Anupam, please follow us on our social media handles. If you are a student of Janki Devi Memorial College and wish to join the project, feel free to reach us on our social media handles.



# Tales of Hustle

*Keep Hustling and never give up on your Dreams!*

Entering the business world for a startup may seem scary and stressful - but it's also the most empowering and exciting feeling in the world. Your mind is essentially in a perpetual "fight or flight" mode. But what makes you stand out from the world is your innovative mind, your ability to take risks, and the way you tackle the problem and convert that into an opportunity. One needs to hustle every day to identify and make the best use of that opportunity.

As an entrepreneur, you might have a vision for your company and an idea of how you can simplify your consumers' lives. This ultimate aim cannot be achieved without hustling. Imagine if **Steve Jobs** hadn't brought Apple under the world's radar by finding and creating opportunities. Imagine if Paper Boat had given up after failing at the initial stage. Or if Thomas Edison himself hadn't hustled or given up on failing 10,000 times.

The value of hard work and hustle cannot be discounted by any entrepreneur.

**Richard Branson:** The rebel billionaire was once in debt and even had to see jail for the mistake he made on his first project Virgin Mail Order. Instead of giving up, he took it as a lesson. The most basic lesson is to learn from your mistakes.

As **Mark Zuckerberg** points out, "you will make a lot of mistakes so you should not even bother trying to avoid them."

**Jeff Bezos** did not create Amazon without facing any adversities. They were not afraid to hustle and recognized its importance. Now, they are the leading entrepreneurs of today's age.

## But what hustle is?

"Try, try till you succeed" and "stop at nothing" might be some phrases to explain the word "HUSTLE" perfectly.

Deciding what you want to offer to the world, converting it into a product or service, and remaining motivated through failure is one of the main characteristics of the entrepreneurs who hustle and ultimately succeed.

In an entrepreneur's world, hustling means doing whatever it takes, legally, for the startup to become successful.



As **Travis Kalanick, founder of Uber** has rightly said, "Fear is the disease. Hustle is the antidote."

The major hustle begins when someone makes that choice and accepts that nothing will be an obstacle to fulfilling the entrepreneurial dream no matter what, even their personal life.

**Mark Zuckerberg is undoubtedly one of the most renowned names among the world's most successful entrepreneurs. Who would have thought that what started as a small project in his college dorm room would turn out to be a massive breakthrough in such a short period?**

He was just 19 years old when he launched Facebook in 2004. He is the youngest billionaire in the world. **He owns the biggest social media platform Facebook and the two most popular social media platforms Instagram and WhatsApp.**

These days it has more than 1.3 billion active users, which makes it equal to the third-largest country in the world.

Microsoft wanted to purchase the product for \$2 million and offered him a programmer job once he finished high school, but Mark Zuckerberg declined the offer. According to him, the product was his inspiration,

and therefore it was not to be sold. However, just getting the product idea is not everything, it's just the first step towards the hustle. Spending hours of hard work to create the perfect product and business plan is the epitome of hustle. Some of the most inspiring words by Zuckerberg are

**“*Move fast and break things. Unless you are breaking stuff, you are not moving fast enough.*”**



To the entrepreneur, hustling means starting that journey no matter what. Of course, there will be several obstacles that will hit on the way. But the fact of the matter is, hustle begins from the first step while starting this journey. From figuring out how feasible the idea is, getting all his research right to detail his demographics, and identifying if there is a market or not. If not, then how does he go about creating that market are some things that will become a part of his journey later on. **Making mistakes, falling down and failing are fine as long as you're learning and improving from them.** Every failure is a stepping stone that would lead you to something better. For an Entrepreneur, failures are the learning experience that would help them to learn and grow. **Hustling and going after what you really want is the best way to overcome fears.**

# New India

## Government Initiatives and Their Impact on Indian Startup Ecosystem

As 33 Indian start-ups turn unicorn in 2021 alone, the Indian start-up environment is getting better and better every year. This number went up from 11 in 2020. India's start-up ecosystem is remodeling itself year after year, and the statistics show the same. While the pandemic has been a challenge, innovation and ideas have not come to a halt, and the **ed-tech and finance-tech start-ups** prove precisely that.

As per Startup Blink's Global Startup Index 2021, India ranks 20th among the top 100 countries. The country has improved this rank from 23rd in the year preceding year. Additionally, India ranks 3rd in the list of countries with largest ecosystem, leaving behind developed countries like the UK and Germany. These stats are only here to understand what changed in the business world of India.

**We will also look into the distinct steps that the Narendra Modi-led Bharatiya Janata Party has taken to improve the business environment in the country. We will also analyze the various initiatives announced in Budget 2022.**

Apart from the government actions, a significant change has come from 2016 onwards with the introduction of Jio by Reliance. With Jio in the picture, users received the cheapest data plans globally, accommodating more and more people from across the country. Now, arriving at the work of the BJP government, some crucial steps have accelerated the growth.

Initiatives like **Startup India Mudra Yojana, Stand Up India, Make In India** have only boosted India's entrepreneurship market. Apart from these, various missions are curated specially for women, transgender, and other communities.



**Make In India** is one of the first initiatives launched by the Narendra Modi government in 2014, just months after coming into power. As the name suggests, the campaign is all about going "Vocal For Local." The initiative currently focuses on 25 sectors, including the aviation sector, biotechnology, automobiles, electronic goods, among many others. The Make In India scheme also focuses on conducting seminars to make people aware of opportunities and invite foreign investments. Owing to this scheme, India received the highest-ever FDI in 2019-20. The focus also lies in improving India's manufacturing environment and enhancing the country's rank in ease of doing business. Our country currently ranks 63rd on the list. In 2014, this rank was 142.

**The Startup India** initiative has been nothing less than a catalyst for entrepreneurs across the country. More than 4000 companies were registered in the program last year. In addition, over 50,000 start-ups have received benefits from this program proposed by the DPIIT.

The scheme, initiated in 2016, has enabled a relatively more straightforward means for entrepreneurs to get their start-ups registered and get several taxation benefits, including a 3-years exemption of income tax. The government has also said that the start-ups will receive funds of Rs. 10,000 crore till 2025. In addition to all these, the program also states that seven research parks will also be set up in the country, which will help in making the country a more start-up-friendly nation.

Every new initiative has its challenges. Even the Start-Up Indian program has challenges, including financial resources and lack of proper infrastructure. If the current government can employ enough money in improving the country's infrastructure, India could see considerable investments to make it one of the top places to do business.

**Atal Innovation Mission (AIM)** was announced by the Modi Government 1.0 in 2015. The mission was set up to motivate students to research better than ever and promote more innovation and development. The mission looks to boost the MSME sector in the country. Through AIM, 68 incubators have come up in the country in the last few years. Moreover, 25 other innovation centers have also been established in tier 2 and 3 cities and rural areas. Over the last 4-years, various labs have come up in schools, where students from standard 6-12 are inspired to research and learn robotics, the Internet of Things, and other modern technology of the 21st century. More than 2 million students have access to these Atal Tinkering Lab programs in the country. The mission has helped India to become a more research-friendly and innovative country. The country's ranks in the Global Innovation Index have improved from 81 in 2015 to 48 in 2020. The Atal Incubation Centers have benefitted more than 1800+ start-ups, out of which 500 are led by women.

**Digital India** is another crucial step taken by the government to support the local businesses in the country and make an even better environment for the young and budding entrepreneurs. Paytm Founder Vijay Shekhar Sharma, with all applause for the Digital India initiative, says that the mission will benefit India and lead the country to become one of the leading countries. India currently has more than 500 million internet users. With the introduction of Digital India, the government wanted to reduce the digital divide between the urban and rural regions. While the division has been decreasing, there is still a long way to go. However, with a more significant population using mobiles and the internet to study, edutech platforms are rising in the nation, implying that edutech start-ups are becoming more and more prominent. Meanwhile, even financial start-ups have come up to reduce the financial-education divide between the regions.

**The Stand-Up India Scheme** reminds us that it is vital to understand the communities left behind. Most importantly, it also reminds us how there need to be specific schemes for certain populations in the country. The Stand-Up India Scheme is for entrepreneurs from SCs and STs and women. As per the initiative, a member from the SC, ST, or women community can apply for a loan from Rs. 10 lakh to 1 crore for starting their business. The Stand-Up India platform makes people aware of the different credit schemes and requirements for the underprivileged communities of our country. Since its initiation in 2016, the scheme has helped various start-ups raise Rs. 28481.08 crores (till 12th December). Recently, the government increased the tenure of the scheme to 2025. As per the report 4.7 lakh jobs have been created by 39,000 startups till 2020.

Other than these significant initiatives, The Indian government has also developed various other schemes and programs like STEP, meant to assist women entrepreneurs in our country. It also provides more self-employment opportunities for women. Mudra Bank Yojana, Ministry of Skill Development and Entrepreneurship has also been impactful in making India a more entrepreneur-friendly country.

## Decoding Budget 2022: What Is There For The Startups?

The budget for 2022 focused on the next 25 years, and as Prime Minister Narendra Modi said, startups will indeed be the country's backbone. India will complete 100 years of Independence, and startups are going to play a pivot role in development.

In context to this, there are many provisions and funds allocations to make the Indian startup ecosystem blossom more than ever. The government has allocated Rs. 283.5 crore for the Startup India Seed Fund, in comparison to Rs. 100 crore of a revised estimate. The Startup India Seed Fund came into existence last year to provide financial aid to startups. The government has also assigned Rs. 50 crore for the flagship scheme, StartUp India, increased from the previous year's Rs.32.83 crore.

Additionally, the government is also focusing on agritech startups. For the same purpose, it has announced the setting up of funds co-facilitated by NABARD. Apart from these steps, the government is also providing startups to expand their services in the defence sector. The startup participation in the defence sector will be 25% from now onwards. They will be encouraged to work with the Defence Research and Development Organisation (DRDO) and design and develop military platforms.

The other major initiative announced by the Financial Minister, Nirmala Sitharaman, is the startups will also facilitate the Drone Shakti Scheme. It is not hidden from anyone that drones can help develop various sectors, including the agricultural industry. The Indian government has also allocated funds for space and technology as well as artificial intelligence. With respect to this, it has also allocated a fund of Rs. 13500 crore for the space sector.

Apart from all these initiatives, the government has also provided various tax benefits. There has been an extension of one year for the startups involved in the manufacturing sector to avail themselves of a concessional tax rate of 15%.

While there have been various initiatives, gaps remain to be filled. These include simplifying multiple laws and regulations and dealing with digital currency, among many others.

The finance minister has already said that startups have popped up as significant growth drivers. Various experts have applauded the steps taken by the government and the amounts allocated. These steps will only help build an even stronger entrepreneurial spirit in youngsters.



By Diksha Arya



■ **Starting a  
new  
business**

---



■ **Running  
a business**

# SHARK TANK INDIA



## Products that got Huge!!

Shark Tank is an Emmy-winning American reality television show that premiered in the year 2009, on ABC. The show was tailored from a popular show referred to as "Dragons' Den" that turned into first created in Japan and unfold to 27 international locations. The format of the show is quite simple: founders and marketers pitch their products to a panel of real investors (called sharks) and then the sharks compare merchandise and determine whether or not to fund rising companies with their money.

In June 2021, Sony Entertainment Television bought the rights for the Indian version of 'Shark Tank.' The show first aired in December 2021, and runs on weekdays giving a daily dose of knowledge and fun.

The panel of investors ranges from Aman Gupta (co-founder of boAt), Ashneer Grover (MD and co-founder of fintech firm BharatPe), Ghazal Alagh (co-founder of Mamaearth), Vineeta Singh (CEO & Co-founder of SUGAR Cosmetics) to Anupam Mittal (founder of Shaadi.com), Namita Thapar (Executive Director of Emcure Pharmaceuticals) and Peyush Bansal (Co-founder and CEO of Lenskart). They are the co-founders or CEO of our daily used brands.

As it was said by one of the sharks 'Pehle engineering ki wave thi, phir MBA ki, aur ab Startups ki hai'. This wave is here to stay. It was in 2021 when India added 33 new companies to its list of Unicorns (privately-owned startup with a valuation of over \$1 billion). The show brings out entrepreneurs from all parts of India, showing they have an entrepreneurial zeal, inspiring lakhs of Indians to come forward and use this platform, making India's future grow.

USP's of the show has been showcasing the hidden talented people of India and also educating the audience with various terminologies like B2B, B2C, equity, D2C etc.

Shark Tank India has become quite popular amongst the Indian audience, so much so that even if you don't watch it you've probably heard all about it. This is the new dining table conversation the whole family is having. Memes on social media have kept us all hooked to the fun part of the show as well. People have started talking using the references of the show which is a huge engagement.

The show saw some new ventures ranging from the food industry to technology:



### 1. SKIPII ICE POPS: ₹1 CRORE FOR 15% EQUITY

India's first ice popsicle brand and also the first brand that received an All Shark deal on the show. The brand's USP is that it is made of 100% natural flavours, colours, and sweeteners.



### 2. PEESCHUTE - ₹75 LAKHS FOR 6% EQUITY

**Product:** affordable unisex urine bags, aims to promote toilet hygiene in India.

**Shark that bit:** Aman Mittal



**3. BLUEPINE FOODS - ₹75 LAKHS FOR 16% EQUITY**  
**Product:** frozen momos made with Himalayan ingredients.

**Shark that bit:** Ashneer Grover, Vinita Singh, and Aman Gupta



**4. K G AGROTECH- ₹10 LAKHS FOR 40% EQUITY & ₹20 LAKH DEBT 0% INTEREST (JUGAADU KAMLESH)**

**Product:** a multipurpose bicycle made out of raw material from a local scrap dealer that performs pesticide spraying, seeding, and can also carry luggage.

**Shark that bit:** Piyush Bansal



**5. BUMMER - ₹75 LAKH FOR AN EQUITY OF 7.5%**  
**Product:** eco-friendly innerweares, claiming that each pair weighs less than 60 grams

**Shark that bit:** Aman Gupta and Namita Thapar



**6. HEART UP MY SLEEVES - ₹25 LAKHS 30% EQUITY**  
**Product :** Heart Up My Sleeves is a clothing company that manufactures statement sleeves.

**Sharks that bit :** Vineeta Singh & Anupam Mittal (15% each equity)

Me:Kal se no time waste on social media,focus only on studies!!

Instagram & Twitter's Notification:



me after watching 2 episodes of [#SharkTankIndia](#)



Everyone Wants 2nd Season of Shark Tank India.

Le Investors be like :



When a relative's phone call is handed over to you  
[#SharkTankIndia](#) [#SharkTankIndiaOnSonyTV](#)  
[#namitathapar](#)



By Khushi Jaluka

# podcasts

## Episode.1

# Listen, Watch and Learn



As a start-up founder, you uncover many problems and hurdles. The best way to learn and diminish them is by reading books. But do we have time, No! So, here we have the best podcasts and shows to learn what it is to be an entrepreneur. 30 September, is celebrated as an International Podcast Day to connect the listeners to the podcasters. It is a day to feel joy and celebrate the power of podcasts. So, be it a true-crime podcast, motivational or an entrepreneurial, they all are celebrated. Here we present some of them, that will help you grow better.

### PIVOT (BY RECODE)

A show hosted by Silicon Valley Journalist and NYU Professor to tell all the news related to technology and business with their perfect analysis skill. They attack the top most powerful companies and keep you up to date on everything going in the business world.

### THE TIM FERRISS SHOW

The author of the popular book, The 4-hour workweek. The Tim Ferriss Show has been termed the 'best of iTunes' for three years, and not for nothing. The show is full of raw emotions and fascinating conversations that make you come back every time, be it for life hacks or the various variety of guests on the show.

### START-UP STORIES - MIXERGY

A very long-lasting podcast filled with business ideas and lots of stories of failure and success. It lets you hear the real start of every business and keeps you up-to-date with the fresh content.

## shows

## How to Start a Start-up

It is the ideal podcast for new start-ups and people interested in the subject. A short lecture series by a Stanford student presents a crash course told through various entrepreneurs to help in your journey forward.

## This Week in Start-ups

It is a podcast you wouldn't imagine and stories you crave to hear and the perfect partner to Silicon Valley(show). Packed with insider information with all sorts of humour, it dives into all the hustle and bustle of Silicon Valley with various tips to make your entrepreneurial journey a victory.

## Deep Dive with Ali Abdaal

The master of productivity besides being a doctor, Ali showcases his new talents, where he deep dives into successful entrepreneurs and their journeys to success, joy and fulfilment. From Ben Francis to Shahzad Younas, everyone is present to talk.

These are some podcasts to make your day better and more knowledgeable. Now, as we have listened enough. It's time to binge-watch and relax. Since the pandemic hit, the number of people who binge-watch has significantly increased, like with shows such as Squid Game. Here are some shows that will not only make you laugh but feel vibrant and ready to learn what it takes to be entrepreneur.

## Silicon Valley

Silicon Valley is the place where wonders happen. The show is based on the inner workings of the great Silicon Valley. It starts with the website getting viral and every billionaire wanting it and a panic attack. Though, there is much more fun and rush awaiting in the future episodes and fortunately some unexpected laughs. The show is filled with competitions, pressure and much more to give you the right motivation to get started with programming.

## Shark Tank

A show that everyone knows of and the ultimate show to binge-watch. It shows you different and out of the world products with just the right amount of fun. The best part of the show though is Mr and only Mr Wonderful... and the importance of a business plan.

## MTV Dropout

It is a youth-based reality show where dropouts are grilled, groomed to form Indian Television's first start-up business. The show tests their mental capabilities to find are they really capable to start their journey. Also, the winners get funding of Rs. 25,00,000, and you can watch as they fight to achieve that amount.

## TVF's Pitchers

The most relatable show of the experience of every youth start-up, and perfect to watch after MTV Dropout. A show primarily based on entrepreneurship with hints of comedy. It is an exemplary show, filled with raw emotions and just the right one to get you started on your journey, hopefully sober.

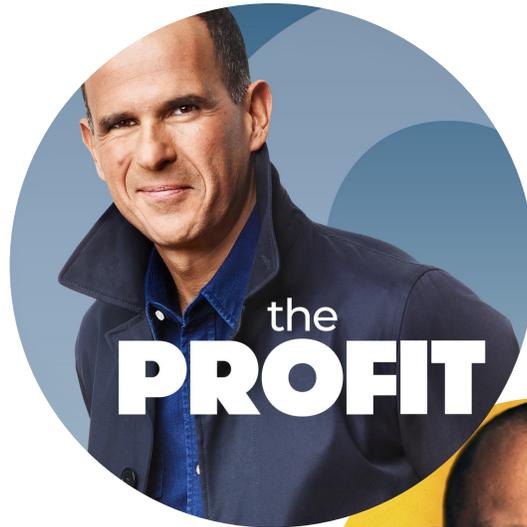
## Start-up (Korean)

Start-up is a show about a young woman filled with talents and ready to fight for what she wants. It is based in Korea's fictional Silicon Valley, filled with ambition, stress and romance. The ultimate show for dreamers who are set on achieving their dreams, with a little bit to learn, laugh and cry.

## The Profit

This is realistic. It shows the pain, the hard labour and the ugly reality everyone has to face while focusing on the 3 Ps- People, Process and Product. The most quintessential show.

In the end, there is an abundance of material available for a start-up founder, in various forms of media. Though, we need to realise that we shouldn't depend on one type of media for all information. Through visual media, you can see the worst and the best side of entrepreneurship in today's world. While through audio you learn more and get knowledgeable. Thus, we have nothing to fear but just take risks. Hence, it is indispensable to keep learning and watching more to grow more.



“ *Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.*

- Steve Jobs, Co-Founder, Chairman and CEO, Apple ”

## ENTREPRENEURS' PLAYLIST

*Tune in to energize*



By Harshita Gera

MOVIES



# EN SIGHT DICTIONARY

## Boot strapping

*/'bu:t, stræpɪn/*

*(n.) Bootstrapping describes a situation in which an entrepreneur starts a company with little capital, relying on money other than outside investments.*

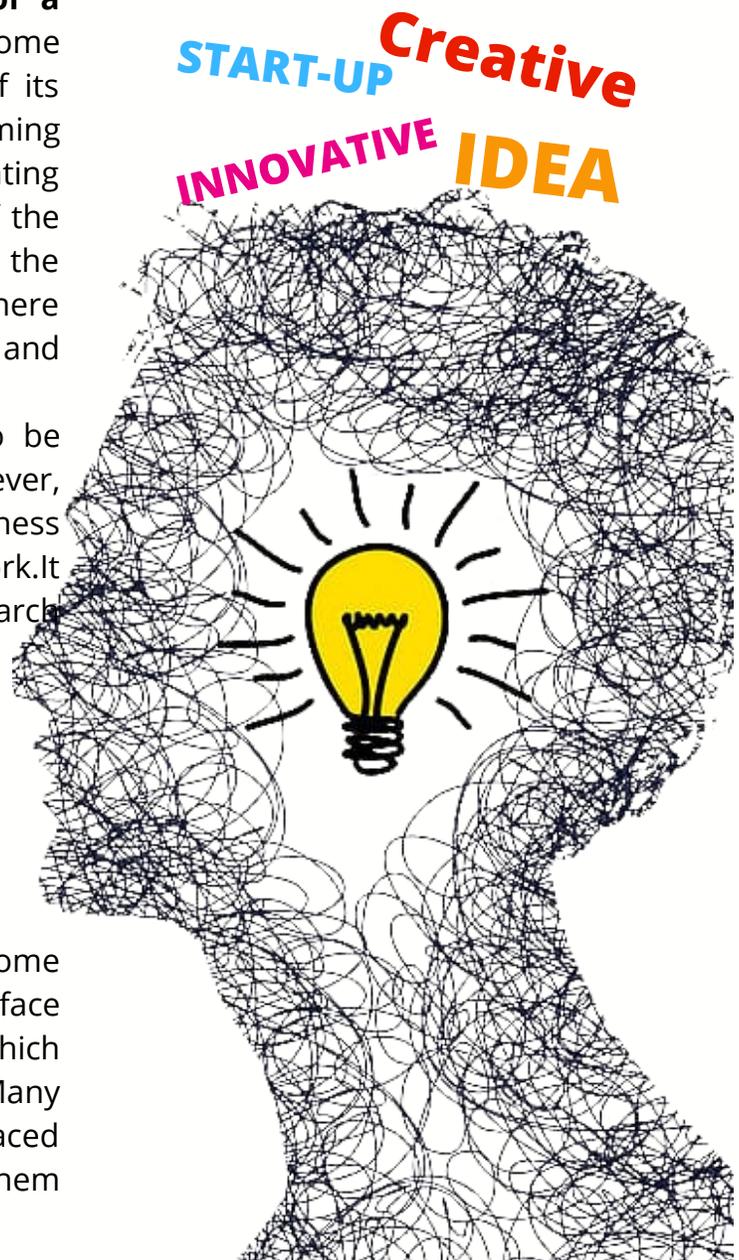
# STARTING YOUR OWN BUSINESS

*Requires A Mix Of Courage, Moxie, And A Dose Of Naivete*

**Aren't there hundreds of examples of a successful startup?** Every other day, we come across a startup in the news because of its innovative element. People are becoming prone to taking initiatives and implementing their ideas to open their startups. One of the main reasons for this change is the technological development phase, where everyday customers look for a better and more comfortable product to use.

We all have a side in us that wants to be independent and become our boss. However, one must not forget that starting a business requires more than detailed research work. It requires courage to implement your research in reality, constantly improve your ideas, be prepared for unexpected challenges, sacrifice your time for a while, keeping an eye on potential opportunities, and much more.

No matter how beneficial a unique and innovative idea is, it may face various challenges. There will be some challenges that you are the first one to face and no one else has faced them yet, which makes it all the more challenging. Many startups thought out of the box and faced various challenges, but they went past them and became established startups.



**SATSURE-  
Founded- 2015**

SatSure is one of the most innovative startups one will come across. Moreover, the best thing about this startup is that it helps the most critical section of our society, i.e., farmers. Five young ex-ISRO scientists founded SatSure to revolutionize the agriculture sector by commoditizing satellite, weather, and IoT things. It uses technology for solving real-world problems. The SatSure team appears to be unrivaled in commercializing data from space to solve problems at the interface of food, water, and energy security, thanks to its unique decision intelligence generating approach. Innovative, right?

For the fiscal year ending on March 31, 2019, Satsure Analytics India's operating revenues vary from INR 1 crore to INR 100 crore. At the moment, according to data, SatSure Limited employs 24 people and generates \$1.38 million in revenue (USD).



**REPOS ENERGY-  
Founded- 2015**

The Repos Energy startups brought unique revolutionary solutions for the fuel industry. They construct an efficient energy distribution ecosystem, beginning with door-to-door diesel delivery for people who have difficulty obtaining diesel from retail shops (Petrol Pumps) while also providing an opportunity to aspiring fuel entrepreneurs.

The company has grown tremendously, with 300 bulk purchase customers on its app, a monthly threshold of 2-2.2 lakh gallons diesel sales in Pune alone, and then a mass reach in cities. The company has grown from a turnover of Rs 70,000 to a value of Rs 2 crore in just 18 months, putting it on track to break even.



**Startups are not effortless, and the lives of entrepreneurs are full of ups and downs. Furthermore, as frustrating and tiring it may get, there will be times of satisfaction and happiness too.**

**There is an endless list of such entrepreneurs who are working hard to make their way towards achieving success. Startups like these are the ones that inspire the public to become an example. There is no such thing as a good or bad idea. All one needs is the courage to face the challenges and skills worthy of positive change. Anything is possible with determination and dedication. Some of the startups with impactful ideas that can get someone inspired to start their own business are:**



**BLOODMAN-  
Founded- 2016**

Bloodman was formed to provide a platform to connect donors and seekers. It is an online platform where people in immediate need of blood can reach out to those willing to donate it. It is a location-based app that bridges the gap between voluntary donors nearby to those in immense need of blood. All one needs to do is request their required blood type on the app, and the nearby willing donors can respond immediately. Isn't this the most helpful online platform?



**GRAVIKY LABS-  
Founded- 2016**

This idea may surprise the readers, but Graviky Labs came up with the most thoughtful idea. Who would have thought that air pollution would prove helpful for us? Graviky Labs is doing a fantastic job creating ink and paint from air pollution. The startup has built a contraption (Kaalink) connecting to the vehicle's exhaust pipe, and once it is done collecting the raw carbon, i.e., soot, it is purified to make ink out of pollution. Founded by Anirudh Sharma and Nikhil Kaushik, Graviky Labs is one of the few carbon-capturing startups globally and the only one-of-its-kind startup in India.

Graviky Labs raised over 1.2 million dollars in revenue in its first year.



The government is not only easing the process for new start-ups but also encouraging them. The only thing Startup founder will require is a lot of dedication, hard work and perseverance. Although the path would not be smooth, the success achieved in it is worth it. Now, all we need is an innovative idea, then we will be on our way to being a founder.

Steps to register  
your start-up!

1.

### Incorporate your business

We must first incorporate our business as a Private Limited Company or a Partnership Firm before starting it out. Then all the normal procedures for registration of any business like obtaining the Certificate of Incorporation/Partnership registration, PAN, and other required compliances are to be followed.

2.

### Register under Startup India

Then the business must be registered as a startup. The process is simple and all we need to do is log on to the Startup India Website and fill-up the form with details of the business and by entering the OTP which is sent to the e-mail and other details like, startup as the type of user, name and stage of the startup, etc. After this, the profile is created.

3.

### Get DP IIT Recognition

The next step after creating a profile on the Startup India website is to avail Department for Promotion of Industry and Internal Trade (DPIIT) Recognition. For getting DP IIT Recognition, click on the 'Get Recognised' button if you are a new user. If you are an existing user click on the 'Dashboard button' and the 'DPIIT Recognition'.

4.

### Recognition Application

The 'Recognition Application Detail' page opens up and on this page click on 'View Details' under the Registration Details section. Fill up the 'Startup Recognition Form' and click on 'Submit'.

- Documents for registration
- Incorporation/Registration Certificate of your startup
- Details of the Directors
- Proof of concept like pitch deck/website link/video (in case of a validation/ early traction/scaling stage startup)
- Patent and trademark details (Optional)
- PAN Number

5.

### Get recognition number

The procedure has been completed and on applying, you will immediately get a recognition number for your startup. The certificate of recognition will be issued after the examination of all your documents, which is usually done in 2 days after submitting the details online.

However, there are some things that need to be taken into consideration and each procedure must be followed carefully.

# Revolutionizing Marketing Strategies

*which gained limelight.*

Marketing in and of itself has observed a gigantic amount of evolution over the years. In modern times of digitalization, consumers have become more equipped with knowledge, opinions, and preferences on how they would like to consume content. **It has transformed more along the lines of storytelling**, where the game is about making them feel inspired, valued, emotional, and connected with the brand. A well-crafted advertisement, digital posters, inbound and outbound techniques help consumers understand how great a brand is far beyond its functional proposition. In the digital era, marketers have to take charge of eccentric ideas that are a perfect blend of an entrepreneurial mindset and far beyond the conventional urge.



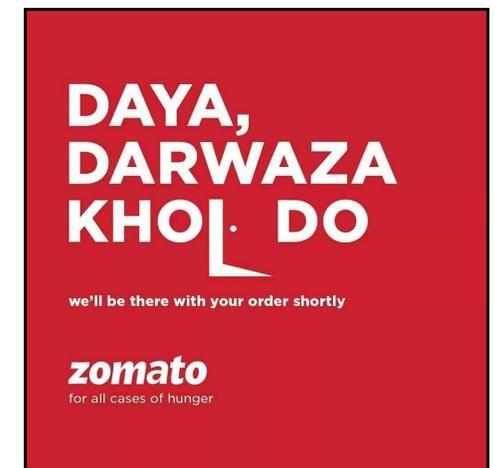
*It boils down to one thing, i.e., change! As new marketing channels and conventions are emerging, what we might call exemplary may become obsolete tomorrow, which is the beauty of marketing. It never stays the same.*

“ The surge in availability of the open internet and digitalism has provided more opportunities for companies to reach and engage with customers globally. **According to a recent report by Global Statista, the surge in Internet users in India (2021) is by a mighty 624 million**, which is about 45% of India's total population. An average Indian spends about **2-2.5 hours per day on the internet, with about 72.20% of that time spent on shopping apps in India.** ”

**zomato**

First on our list is Zomato, it is a multinational food delivery giant that serves over **65 million people every month**, says Talkwalker. And, their consistency in winning the hearts of people, whether it's because of the food or their marketing strategies, is top-notch. On social media, Zomato started experimenting with memes and moment marketing, which became an instant hit and prompted a humorous response from the audience. Also, their content marketing, whether wittiest and compelling daily app pop-ups or email marketing, interesting subject lines like **"Leaked: Wedding Pictures" at the time of Vicky Katrina's wedding** or **"If Biryani had a CV" they know how to use optimally.**

**Whether tuning in to the trends online on Twitter and social media with tweets such as "@ is jalebi", "the short form of Monday Motivation is momo", or visually on billboards, Zomato never fails to impress its target audience.**

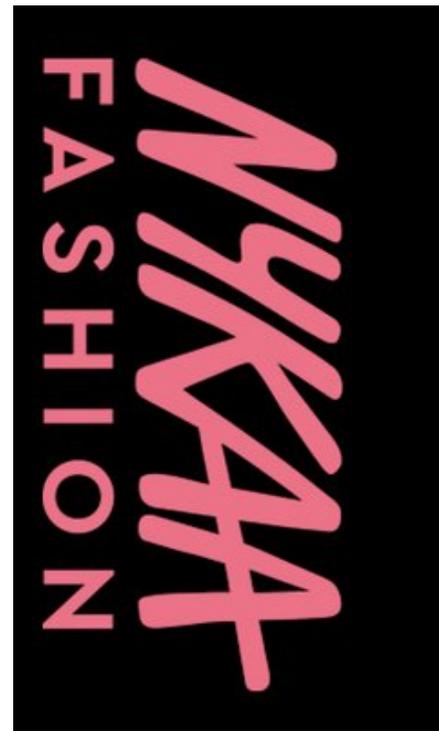


Moving on, the next startup in line is CRED, a fintech unicorn startup that facilitates credit card transactions for its users. CRED is an official partner of IPL consistently for the past 3 seasons, in which they have made moves that gained massive love and traction. CRED sent cakes to people with the message, **"We found the tastiest way to remind you that your credit card bill is due,"** and its "Great for Good" campaign in IPL 2021 made its audience go crazy by portraying **"Rahul Dravid as Indiranagar ka Gunda"**, whether by featuring Neeraj Chopra right after winning the Olympics or featuring Govinda, they know the game of video marketing right. Also, to make the netizens financially aware, they've started series such as "Money Matters", "Cred Curious", etc. And Kunal Shah's (Founder of CRED) emotional appeal on Twitter helps them gain a significant share of the market.



**CRED**

Next, we have Nykaa, a beauty e-commerce business, which recently released its IPO in November 2021 and got crazy responses from the citizens and in the stock market as well. Its stronghold on **digital and influencer marketing**, majorly targeting **customers aged 18-35**, has made Nykaa stand out in comparison to its competitors. To create a buzz for their products, Nykaa collaborates with famous YouTubers like Sejal Kumar, Thatbohogirl, Quirkymiss, Malvika Sitlani, etc. to create brand awareness and keep their customers aware of various offers and exciting deals introduced by the company. Their **affiliate campaigns in collaboration with small-medium level influencers** have made them reach every nook and corner. To add a cherry to the cake, **running targeted ads on YouTube and creating relatable fashion and beauty videos have helped them create a strong community of ideal customers**. Nykaa's consistency in providing value to its people has helped them flourish like a green bay tree.



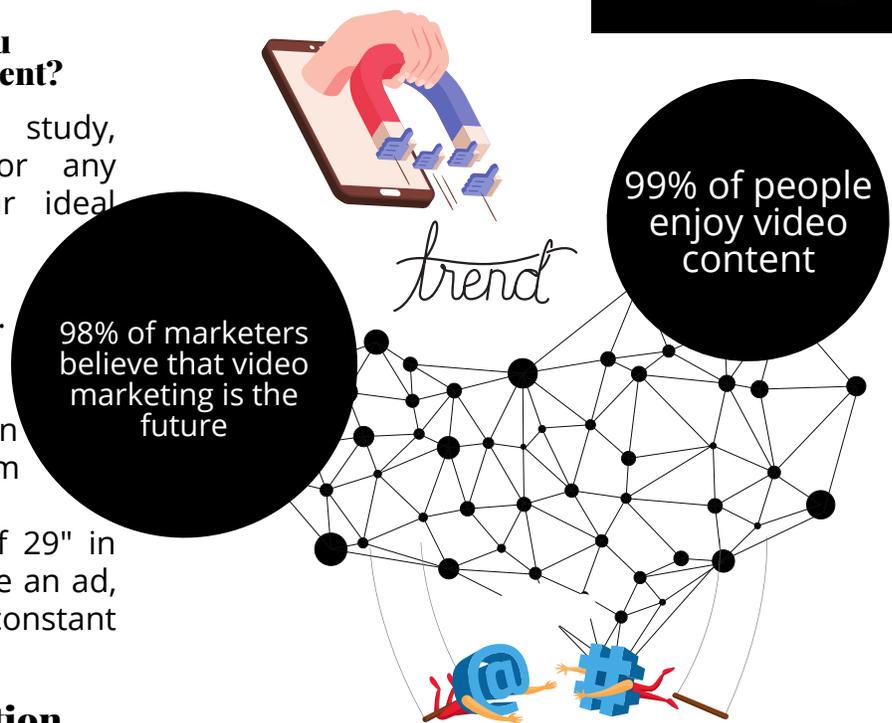
### Quick Question

**Have you ever wondered why you keep seeing the same advertisement?**

According to a fascinating study, showing an advertisement or any promotional message to your ideal customers 29 times increases their likelihood of converting or purchasing that product/service. As it builds up information in the subconscious mind, every time. They see it again, their brain cells get activated and make them feel that you own this. This is also referred to as the "Law of 29" in marketing. So, next time you see an ad, don't fall for it because of its constant visibility.

**Now, to wrap this conversation on the evolution of marketing,**

**here are some go-to marketing strategies to follow in 2022 for your startup. A report by Lemonlight Survey Data suggests that over 98% of marketers believe that video marketing is the future and that over 99% of people enjoy video content. So, quality videos that provide people with value, entertainment, and relatability are the NextGen of Marketing!**



**"YOU DON'T  
CHOOSE YOUR  
PASSION,  
YOUR PASSION  
CHOOSES  
YOU..."**

**-JEFF  
BEZOS**

# The Journey of Falguni Nayar

When you find an opportunity to do something new, make sure you take it. It might take flight or fall, but at least you will learn. This is how Falguni Nayar started her entrepreneurial journey. Ranked at 88 in Forbes 100 Most Powerful Women, the 58-year-old promoter and CEO of Nykaa, one of the biggest online lifestyle and fashion E-commerce, Falguni Nayar, became **India's richest self-made woman with a net worth of about \$7.5 billion.**

Graduated from the prestigious Indian Institute of Management, Ahmedabad, Nayar spent about 20 years at **Kotak Mahindra**. She resigned in 2012 and launched Nykaa in the same year. She was just months away from her 50th birthday. After witnessing inconsistencies in the market of beauty products, she started Nykaa with the vision of **"Bring inspiration and joy to people, everywhere, everyday."**

The company started by selling third-party beauty products, with passing time it has adopted an omnichannel strategy and sells the products on websites, mobile phone apps, and in more than 76 offline stores, Nykaa has made its entry in the fashion business. Recently creating much buzz, the investment banker and the former MD at Kotak Mahindra Capital



India's newest billionaire  
Nayar built a beauty empire

The Hans India  
Indias rising business woman  
Falguni Nayar

Home / Company  
Women mu  
across func

Nykaa IPO subscribed 81.78 times on  
final day

PTI / Nov 1, 2021, 20:47 IST



Nykaa IPO sub  
first day of o

**"When you find an opportunity to do something new, make sure you take it. It might take flight or fall, but at least you will learn."**



Company turned entrepreneur became a billionaire after floating India's first unicorn start-up on the Mumbai stock exchange. At first, the shares were offered within a price range of ₹1,085 to ₹1,125. However, the following day, the company made its stock market debut at ₹2,001 with a premium of 77.87%, benefiting customers and investors.

The IPO received much attention and attraction from people and investors from across the country. Additionally, on the days of announcement of IPO and the allotment, Nykaa was trending on different social media platforms like Twitter and people were reacting to the same in distinct ways. Moreover, social media netizens did not hold themselves back from posting memes on the topic. While some memes revolved around how many missed on getting the share allotments, some were about how some people who have been allotted the shares will make it big. Additionally, many were disappointed in missing these allotments. Nykaa did give investors a lot to talk about.

However, like every other entrepreneurship journey, Nayar's journey was also full of ups and downs. As she stated in an interview, entrepreneurs' lives are similar to a rollercoaster ride. One can only survive if one is sure to enjoy the journey.

Additionally, Nayar also points out that her fondness for makeup products steered her towards fulfilling the dream of becoming an entrepreneur in this sector.

Moreover, as far as our memory goes, looking back at 2012, no one thought that the makeup industry would become such a massive success in the coming years. There was not easy access to e-stores, and not everyone was aware of the technology and the power of the internet, especially in the country. However, this is the moment that Nayar dived deep into taking a challenge and turning it into such a humongous business as we now know.

***Nayar became an inspiration to all women entrepreneurs and proved that it is never too late to start.***

# Adopting To Changes

## THE ONLY SAVIOR IN A COVID-19 ERA



***"Your Desire to Change must be greater than your desire to stay the same"***

The saying summarizes the context of the discussion quite emphatically.

Change can be at times loud; it can be jarring, measurable, and vast. Nevertheless, change is the only constant.

However, more importantly, adopting change, getting comfortable with it, and learning to grow from it is the only way through it.

With this article, let us unfold the power of changes in the corporate world and student life by taking the help of the industrial revolution through **technology 4.0**.

The industries of India in a rage of catching up with the global competition were slowly working up the ladder and making India recognizable. They have changed the traditional way of commencing the business by incorporating new tech. With the arrival of the pandemic, advancements slowed down, but the corporate world took it as a challenge. The industrial sector globally took a significant hit, especially the aviation and travel industry, an article in Business Traveler quotes **"On account of Covid-19, the Indian tourism and hospitality industry is staring at a potential job loss of around 38 million, which is around 70 per cent of the total workforce"**. Similarly, the lives of millions of students were hampered both during and after the pandemic as students switched to online mode. This was one of the most significant changes that had to be incorporated by students in their lives.

Here the relevance of opting for change came into being and being a student, it became essential to keep pace with the world.

Changes in the corporate world and student's life have given a positive and progressive report, so let us see how minor changes in the timetable can change one's lifestyle.

One can find all of their answers in this article; let us open the doors of this writing,

people have got affected positively and negatively. The use of smartphones and other digital gadgets has increased, especially in the younger age group of children.

The higher use of social media has also affected people's mental health. Home confinement due to the pandemic may have worsened this situation. Nevertheless, every situation has two aspects; this industry has never lagged in its positive impacts on lives and businesses. From healthcare to schooling to

manufacturing, everything has become digital. The tech industry has emerged as a boon for many; simple and affordable crash courses are now

available that teach people skills on healthcare tips, cooking tips, data analysis, bookkeeping, and much more. Patients and doctors have rapidly adopted the telehealthcare facilities, VR facilities that provide the remote monitoring of infections. In the manufacturing industry, 3D and automation technology launched boosted the company's agility and flexibility. Companies including Tesla and Amazon faced criticism for keeping factories and warehouses open



which includes the **Transformation of Industries Due to COVID-19 in the backdrop of technological advancements.**

Technological advancements have been reflected since the 21st century, but its highest adoption has been during and after the global pandemic Covid-19. As the pandemic has severe and adverse effects on every citizen and the industries, digital technology is the one through which

and endangering employees' safety. However, automation offered a solution. Companies including Tesla and Amazon faced criticism for keeping factories and warehouses open and endangering employees' safety.

However, automation offered a solution.

Companies specializing in industrial automation and robotics saw a marked increase in demand as factories scrambled to find ways to keep assembly lines moving.

Industry 4.0 has the inherent potentials of unlimited opportunities for startups, especially tech startups, though not strictly limited to them.

Firstly, startups can offer increased flexibility and customization to manufacturers at a significantly lower cost than more established technology companies. Secondly, startups have a multidisciplinary team of entrepreneurs who have developed the technology and implemented it, enabling them to provide end-to-end solutions. They know the new technologies and are hands-on, making it a winning option for companies in digital transformation pursuit.

Finally, given their smaller size, startups can be more agile and responsive to changes in the ecosystem and can adapt to larger platforms and clients' individualized needs.

Technological apparatus has eased the large and medium scales business in most ways that we have seen. However, the newly emerged startups have seen India's significant advantages and opportunities. As India is a humongous country, there are various remote areas where people do not have enough accessibility and awareness. So, many startups have commenced during this era in which everything is just one click away to reach these remote areas.

Rather than just selling consumer goods or services in the local market, small businesses can reach regional, national and international markets via emerging tech. Websites represent a low-cost option that consumers can access 24/7 when in need of goods or services. Small business owners can also use internet advertising to reach new markets and customers through carefully placed web banners or ads. So if you don't catch up, you will be left behind. As new firms enter the market, so does new technology. The world of technology is fast and ever-changing. With the beauty of this tool, one can now make websites and set up an app and a shop on the internet. Artificial Intelligence, Cybersecurity, Robots,



**Technology changes the way we look at problems. In our socially overwhelming life's technology is catching up with us, and we are going from fewer problem solutions to automatic fault-finding methods. There are thousands of solutions for one problem in business, by providing global business exposure and enriching the basic living standard of humans.**

**Therefore, businesses must adapt to a changing environment and adjust to thrive in the technological world. One must continue to do what is required to be successful by grabbing the opportunities thrown by the ever changing environment. This will assist one into long-term positive habits that will keep multiplying and turn into surplus!**

**Maybe the past is like an anchor holding us back, maybe you have to let go of who you were, to become who you will be!**

SHE SAYS TO BE CANDID!

# Deepika Bajaj

On Public Speaking, Leadership, and Pandemic

When you have the opportunity to learn, you make the best of what you have. Those are the words of Miss Deepika Bajaj, with whom Team Impreneurs had a fantastic time talking about public speaking, personality development, and many topics.

Deepika, talking from her experiences, shares that practice and never giving up quality have led to where she is. **"Do what you love, what you are passionate about, and leave an impact on people,"** says Deepika. When talking about personality development, she says that the same is all about presenting one's inner self so that it leaves an impact. Additionally, she shared that being an introvert is nothing close to a trait to ponder. One needs to be themselves and be honest about what they feel.

She has the experience of working with some excellent leaders, and she says that the best quality in good leaders is that they believe that there is always a bright day after a dark one. She also shares that hope is everything and helps us reach places.

Team Impreneurs also asked her about the changes she faced in the pandemic, to which she replied, **"The pandemic will go in some time or other. However, we need to focus on what stays, and it will be the lessons we have learned."**

Talking about friendship and its impact on individuals, Deepika said that if you have friends to guide you, it will always be beautiful. She also added, **"It is essential to respect each other's differences. You don't force or control it."**

*"The pandemic will go. What stays will be the lessons we have learned."*

TEDx Curator  
Corporate Trainer  
Image Consultant  
Community Builder  
Communication Specialist



In the second interview for our first annual magazine, we spoke to Mr. Dushyant Mishra. He is the founder of UnLearn.Cool, a platform that helps students enjoy the process of learning. Along with that, he is also the Director of Mahika Mishra Foundation, a Mumbai-based NGO started by a 12-years old, Mahika Mishra. We, as a team, were delighted to have an opportunity to not only meet him but also learn from him.

Imprepreneurs, engaged with the ever-amazing Mr. Dushyant Mishra, as he deciphered his journey and encouraged us. The Interview covered areas like entrepreneurship, start-up, and the failure that an entrepreneur can face.

As the interview commenced, Dushyant talked to us about the coming of start-ups and the word 'entrepreneurship', which originated from it. With this, he shared that being an entrepreneur requires six traits, i.e., strong work ethic, motivation, passion, ability to change and adjust, eagerness to learn, and creativity. Furthermore, he introduced Mahika Mishra Foundation, founded by his 12-year old daughter and run by students. While explaining the purpose of a start-up, he said, "Money is not the purpose of life. Money is the by-product of our passion". He explained how instead of focusing on money, a business should focus on solving a problem or providing a product/service to its audience.

Moreover, Dyshyant explained that the inherent requirement of becoming an entrepreneur is the ability to take risks. While talking about the numerous start-ups that fail to achieve the desired success, he said "You are right. We only get to know the Zomatos or Nykaas of the world. But if you look at it, there are about 138 crore people in India, with countless business persons but there are just about 100 unicorns. Don't get intimidated by them. The idea of starting a business should be to make an impact in your small space".

Coming to social entrepreneurship , Dushyant described the concept as a product of combining non-

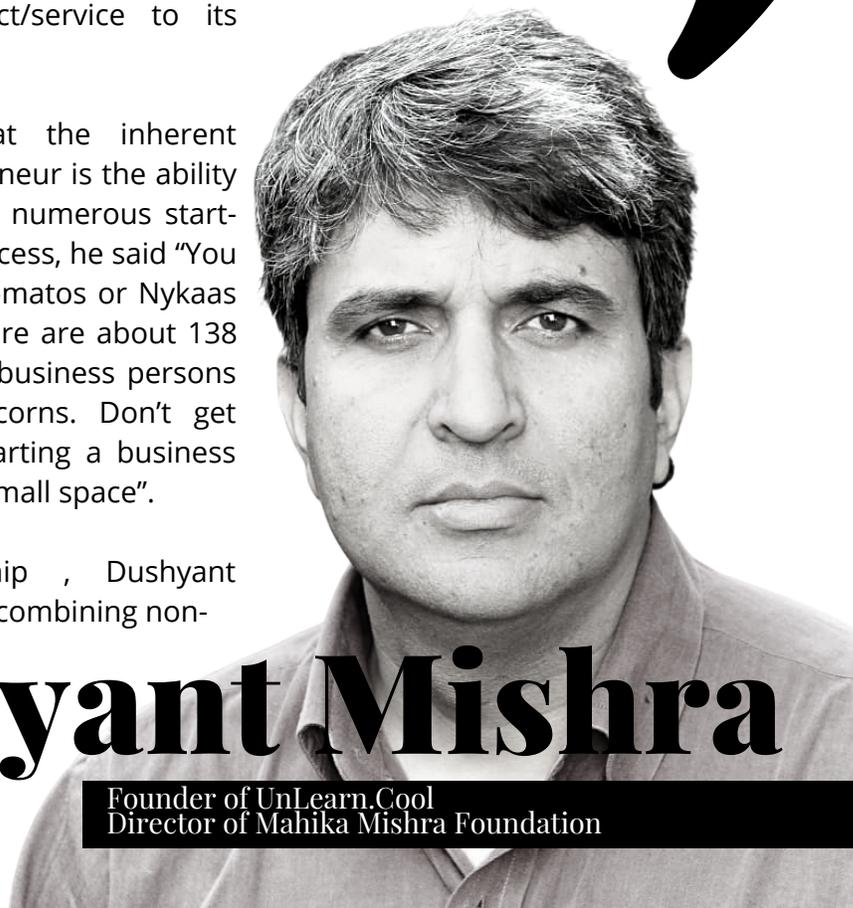
profit with start-up, which says that you can serve society and yet make money. Dushyant further said that his advice to someone starting their own start-up would be to learn from the failures and not get fascinated just by others' success. Dushyant further talked about the change that a Start-Up brings in society and what is really entrepreneurship. We ourselves could feel his passion in the interview as he further talked about Intrapreneur and the pressure that students face.

The interview ended with a positive note, that left us wanting for more and aiming higher. We wish our future start-up founder and Mr. Dushyant Mishra the very best on their journey forward.

**"Morals are something you should never give up on"**

# Dushyant Mishra

Founder of UnLearn.Cool  
Director of Mahika Mishra Foundation



# Priyanka Gill

"As An Entrepreneur, You Are Always Learning"



*As India sees growth in the Indian startup ecosystem, it is time we start talking about ideas, change, perseverance, and the art of resilience. Digital content has become a mainstream thing, and more youngsters are talking about it than ever before. To talk on startups, digital content, and everything in between, Team Impreneurs had the privilege of having Priyanka Gill, the Co-founder of MyGlam and the CEO of POPxo - Plixo.*

**1. You were years ahead in 2014 because we all know that only 2G was accessible to most Indians. What was in your mind when you came up with POPxo?**

Looking back at 2013-14, there was no specific digital platform, especially for women. The most that were available were news and sports. So, it was an opportunity for us. We wanted to fill the vacuum in the digital content landscape and publish stuff that struck a nerve with the women. So, that is how POPxo came into the picture.

**2. As one of the earliest women in the digital community, what were the barriers you faced initially, and how did you pass through them?**

Your journey as an entrepreneur is similar to any other in the same field. There is, without saying, a degree of inherent biases against women, which makes the journey more difficult for female entrepreneurs than their counterparts. However, women find their way past these incidents, which is how my journey has been. I never saw any barriers and hence did not let them stop me. Now, we have good examples like Falguni Nayar and many others who inspire people on a large scale.

**3. You have come so far now in the position of Co-founder of the Good Glam group. What would you share with people who wish to start something of their own?**

98% of people think of starting something new, but only some tend to achieve their goals. You will become successful if you start and do not stop. So, if anyone is thinking of initiating something, do it and don't be afraid of what comes in the way. as an individual. The only thing that can stop you is yourself. The worst thing that can happen is it will not work out, but you will always learn something. You will only grow

**4. You got accepted into the EMBA-Global Program. What made you go into studying even after so many achievements?**

As an entrepreneur, you are always learning because there will always be something you don't know. I come from a liberal arts background, and suddenly, I have to look at balance sheets, investors in my company. So, I keep figuring out ways to upskill myself and keep learning. Hence, I joined the Columbia Business School's EMBA-Global Program during the pandemic.

**5. Makeup industry is changing. Even society is evolving, with male members using makeup, and the LGBTQIA+ community is also coming out more proudly than before. The makeup industry has become inclusive. What are your views on this?**

It is incredible to see inclusiveness becoming the global scenario and that many companies are seeing inclusiveness as a core responsibility. Even the mainstream media is becoming more informed than ever before and accepting people from different communities. Every stereotype of the past is being talked about in public. Normal is a social construct, and people do not need to conform to the same.

**6. College and school-going students always ask how to work time well. So what would be your suggestions?**

There is only one thing we have in common with all the great people, and that is 24 hours. So, it leaves no room for excuses. It is only a matter of priority, and if you really want to do something, you will find time to do it. Be honest to yourself, and you can optimize a lot of time to achieve your goals. The trick is to make your plan meaningful, and things will fall into place.



**It is only a matter of priority, and if you really want to do something, you will find time to do it.**



# Confessions Of Being An Entrepreneur

confessions

confessions

confessions

confessions



The most common hardship we face is every person is different with a different perspective and a different mindset and we have to keep in mind everyone's perspective and to be able to bring everyone on the same page.

- Vriti Tuli, PR Head, Urja, The Commerce Department, SGGSCC



Entrepreneurship forces you to confront every little weakness you have hidden away, and being "a boss" is the only successful way out. An entrepreneur's biggest weapon then is their mind — attained through years of grit and grappling with problems, and also something no competitor can take away from you. So dive into the world of entrepreneurship, because what it will make of your own 'self' will be nothing short of boss-like.

-Abhimanyu Bhardwaj, Co-Founder and CEO at Launchspace



Verandah started with a thought of providing sustainable home decor sourced from rural craftsmen and plants from organic nurseries. Udyami by Yuva, came out as a great help and with much needed assistance.

We visualize a future for our brand where we don't just deal B2C but expand to B2B and provide amazing makeovers to workspaces and cafes.

-Yuva, Entrepreneurship Cell of SSCBS



ASCEND has been a very nurturing experience for me. I joined as a blank board, with immense zeal to learn about a world I wasn't acquainted with previously. ASCEND lived up to all my expectations. Positive working environment? Check. Amazing bunch of people to work with? Check. Great learning experience? Check!

-Diva Singh, Vice President, Ascend, E-Cell, SVC



Being an entrepreneur is not an easy job but it's definitely worth it. You don't just gain expertise in one thing but a million things. You learn both soft and hard skills.

There is nothing like starting your startup and watching it grow into a full fledged business. In the process you become a problem solver and no problem in the world seems difficult. You get to be creative every single day. And not to mention getting to meet new people each day. You become a social expert and every conversation is about innovation and problem solving.

-Meraki, the Entrepreneurship Cell of Maitreyi College



Becoming your own Boss

Your side hustle doesn't have to stay your side hustle. Your passions don't have to be reserved for the weekend or when you "have time" to pursue them. This is why I created my start-up #Growup for individuals who want to work remotely, and my mission is to get things done for clients located globally! Not just because the world needs what my virtual assistants have to offer — but because an individual deserves more than just the work-life balance!

Saumya Kaushik (Co-Founder at GrowupGroup)



It feels like the employee lowest on the authority chain :p

When you're your so called own boss technically you're accountable to everyone - your team, customers, partners everyone! Is it hectic? Yes! But is it special? Hell yes!

-Ishaan, Co-Founder Finladder



The Entrepreneurial Cell of Hansraj College is one of the premier organizations in the University of Delhi circuit which aims at manifesting the latent entrepreneurial spirit of the youth and provides an opportunity to aspiring entrepreneurs to upscale their skills in the world of entrepreneurship.

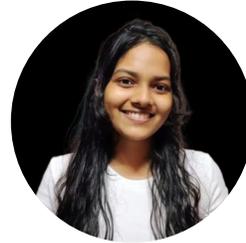
We've conducted top-notch events like Negocio, Progetus, Illuminate, E-Convention etc. over the past years and have recently started the initiative of Startअब Voice where we share stories of budding entrepreneurs from the Delhi University Circuit.

-The Entrepreneurial Cell of Hansraj College

# CORE TEAM 2021-22



**Ritika Aggarwal**  
(PRESIDENT)



**Khushi Jaluka**  
(VICE PRESIDENT)

core team



**Manisha**  
(MEDIA &  
MARKETING HEAD)



**Nitika Sharma**  
(PROJECT HEAD)



**Mansha Baluja**  
(RESEARCH HEAD)



**Prachi Gupta**  
(FINANCE HEAD)



**Ritika Singla**  
(EVENT HEAD)



**Priyal Saraogi**  
(MEDIA &  
MARKETING HEAD)



**Saloni Rai**  
(CONTENT HEAD)



**Drishti Jajodia**  
(CONTENT HEAD)



**Nitya Mahajan**  
(EVENT HEAD)

# PROJECT ANUPAM COORDINATORS 2021-22



**Yashi Bisht**  
(MEDIA AND MARKETING  
COORDINATOR)



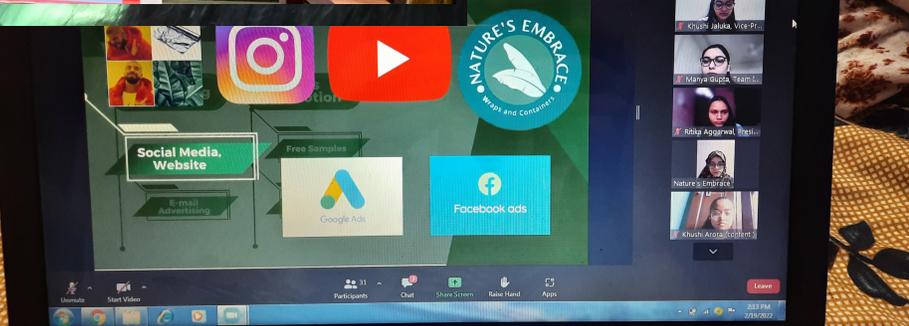
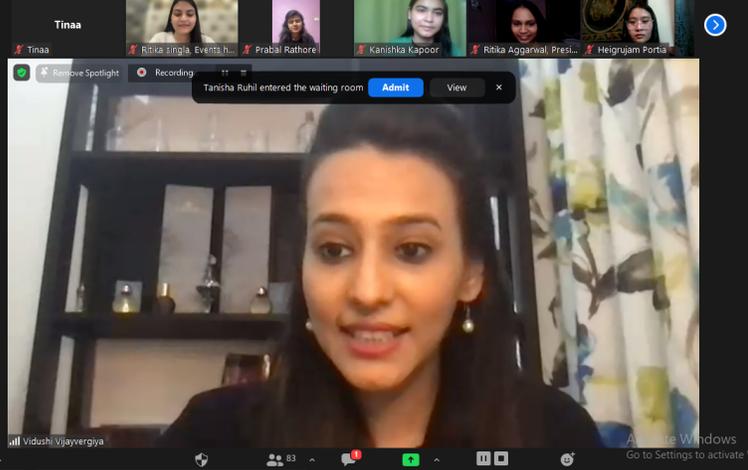
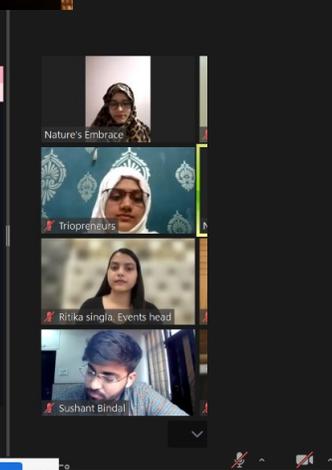
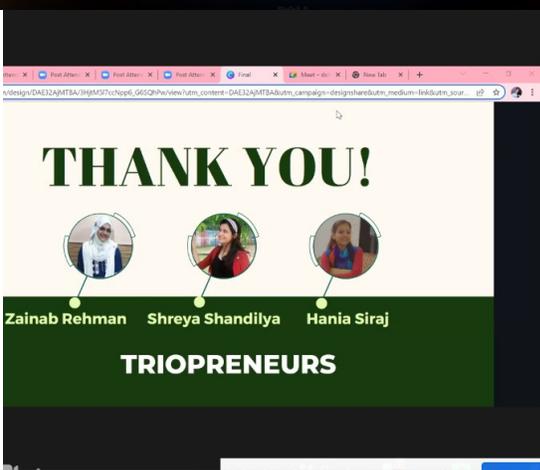
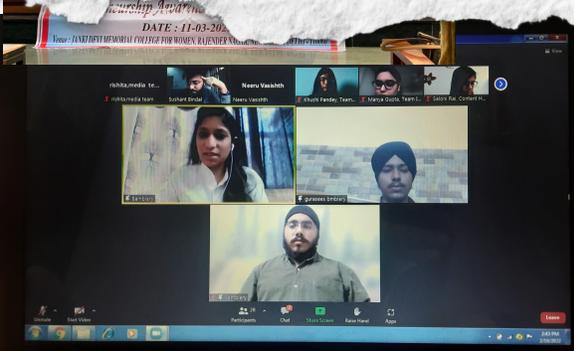
**Palvi Batra**  
(PR AND OUTREACH COORDINATOR)



**Anisha Sharma**  
(LOGISTICS COORDINATOR)

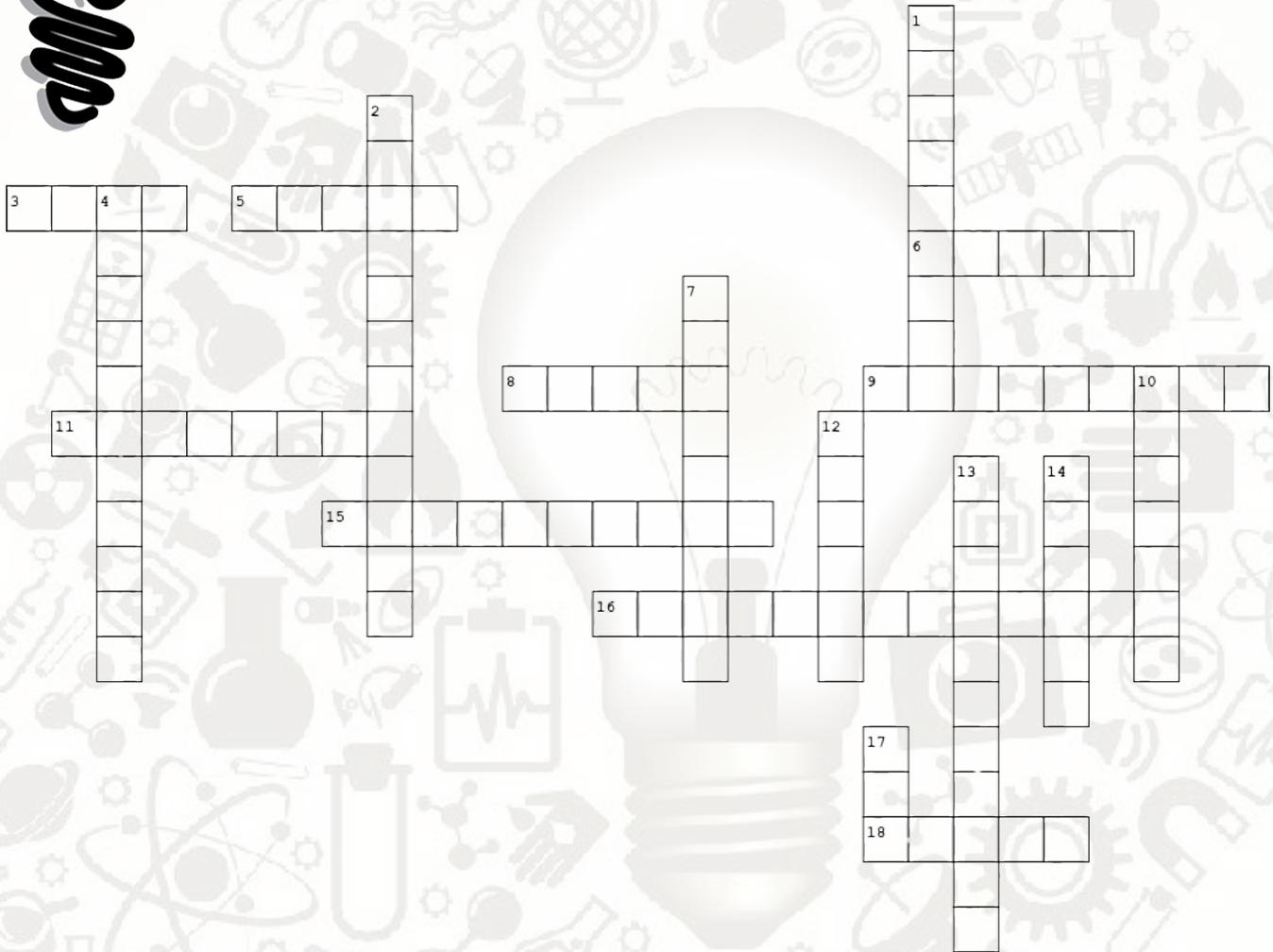
core team

# E-CELL EVENTS AT GLANCE





# FUN-SIGHT

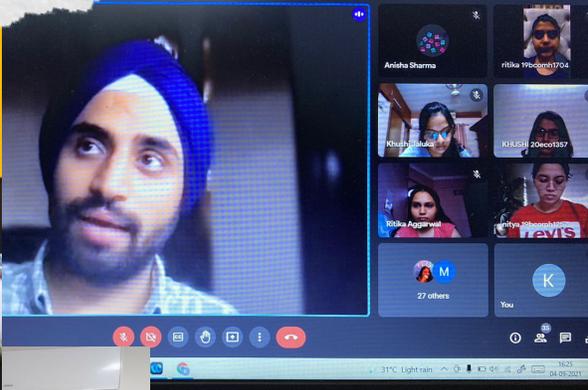


## Across

3. Software licensing model, which allows access to software a subscription basis using external servers
5. When a business makes fundamental changes based on feedback from their customers
6. A type of investor, usually a wealthy individual, who will take a share of your business in return for financial support
8. A very specific segment of customers that you have selected for your product/service
9. The amount of sales a business needs to make to cover all its costs
11. The interest or support that customers give to a product or service
15. Slang for your side project or business
16. Someone who would like to start a business and thinks and talks about doing so, but never gets started
18. To propose a business idea, usually with the goal of obtaining a contract or funding

## Down

1. An organization or space dedicated to supporting new business ventures
2. When a large number of individuals will each invest small amounts of money in a business or project using the internet to collect the money
4. An entrepreneur whose business is agriculture or agriculture related
7. Company or industry is a fairly new one with little experience in a business activity
10. A risky project or business idea
12. A person who buys and sells goods or assets for others
13. An organization or project that promotes or supports the fast growth of small businesses
14. Software designed to enhance teacher and/or student educational outcomes
17. A benefit that a business offers to its customers that its competitors do not



References of EN-SIGHT 2022