

IMPRENEURS- THE ENTREPRENEURSHIP CELL

Impreneurs, the Entrepreneurship Cell of Janki Devi Memorial College is a society working hard towards igniting the passion for entrepreneurship among students. Since 2017, society has grown into a group of individuals who believe that lives can be transformed through better ideas. Society also believes that a curriculum beyond education teaches experience, gives practical knowledge, and helps to create better individuals.

Convener -Dr. Madhu Gupta and Dr. Manisha Sinha

Members- Mrs. Richa Sharma, Mrs. Asma Anjum, Ms. Shivani Thakur, Dr. Rashmi.

President- Ritika Agarwal [B.Com. {H} 3rd year]

Vice President- Khushi jaluka [B.Com. {P}2nd year]

Project Head- Nitika Sharma [B.Com. {H} 3rd year]

Finance Head- Prachi Gupta [B.Com. {H} 3rd year]

Media and Marketing Head- Manisha Chaudhary [B.Com. {H} 3rd year] and Priyal Ahuja [B.Com. {H} 3rd year]

Content Head(s)- Saloni Rai [B.Com. {H} 3rd year] and Drishti [B.Com {H}3rd year]

Research Head- Manisha baluja [B.Com. {H} 3rd year]

Event Head(s)- Nitya Mahajan [B.Com. {H} 3rd year] and Ritika Singla [B.Com. {H} 3rd year]

WEBINAR ON CAT & OTHER MBA EXAMS DEMYSTIFIED



Poster of Webinar organised by Impreneurs

Impreneurs- Entrepreneurship Cell of **Janki Devi Memorial College** in collaboration with **Career Launcher** organised an illuminating Webinar on the topic "**CAT and other MBA exams Demystified**" on 29th January, 2021 at 11 am. The honourable speaker for the session was **Mr. Navneet Anand**, the webinar was conducted on **Zoom meeting platform** with more than **150 participants**.

The session began with a brief introduction of the speaker by Vice President of Impreneurs, Khushi; the speaker then took over mic and commenced the session with warm greetings and explaining about one of India's most toughest exams **CAT (Common Aptitude test)** via presentation, he moved forward by including that "Why MBA is the highest demanded degree in India "? He then explained about all the competitive exams required by different colleges for MBA (Masters in Business Administration) similar to CAT like **SNAP, NMAT, GMAT, XAT** etc.

Examinations – Elimination Stage

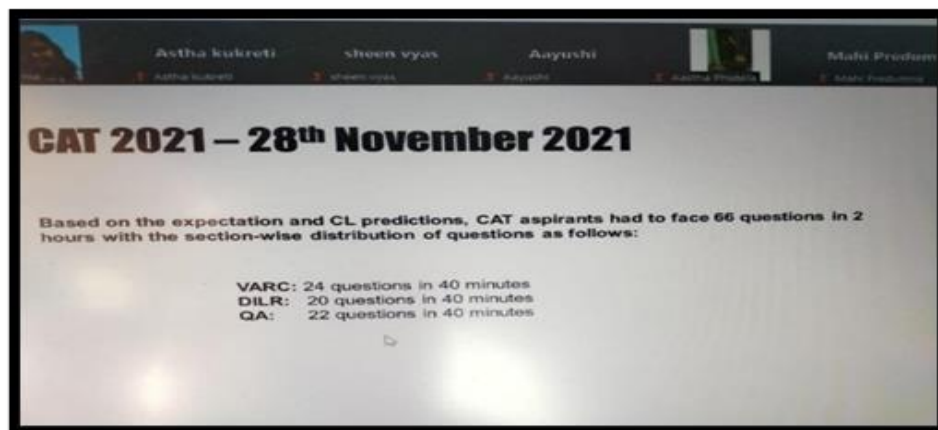
Career Launcher

Areas tested

	CAT	XAT	CET	SNAP	NMAT	IIFT	TISS	MICAT	GMAT
Quantitative Aptitude	✓	✓	✓	✓	✓	✓	✓	✓	✓
Verbal Ability	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logical Reasoning	✓	✓	✓	✓	✓	✓	✓	✓	✓
Data Interpretation	✓	✓	✓	✓	✓	✓	✓	✓	✓
General Awareness		✓					✓	✓	
Writing Ability Test								✓	✓
Decision Making		✓							✓
Psychometric Test									✓

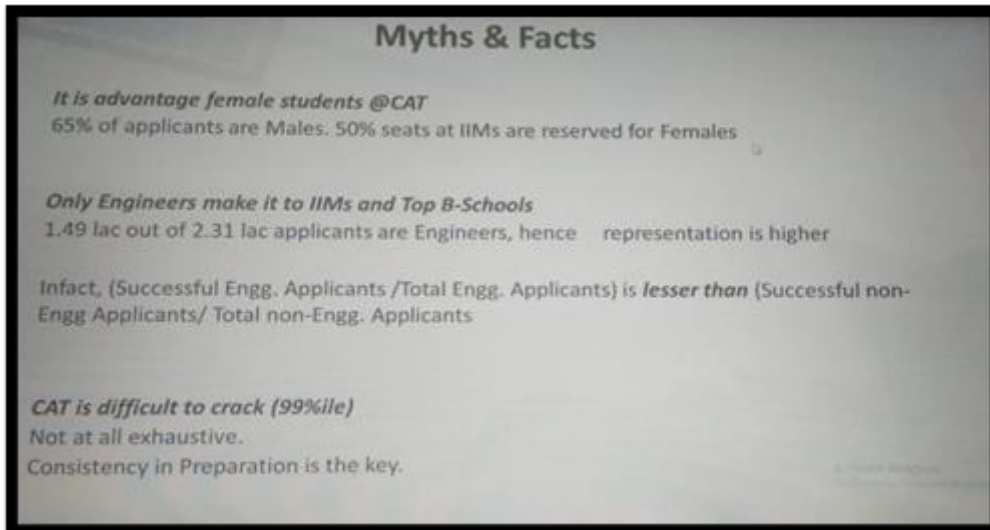
A snap of details of all MBA exams and their areas tested.

The speaker enlightened about various specialisations in MBA and their respective top colleges, he then talked about CAT percentile accepted by colleges for admission. He continued by illuminating about weightage of separate sections like verbal and reading comprehension (VARC), Logical Reasoning and Data Interpretation (LRDI) and lastly Quantitative Ability (QA) comprised in CAT and other exams.



A snap of previous year CAT constituted questions

He also included some special slides for clarifying the myths and facts associated with IIMs & MBA and placement graphs from IIMS and NMIMS for the students.



Myths and facts shown by speaker

Before ending the session he gave some cool tips to crack the exams and new updates about his coaching centre Career Launcher.

CAT 2021 Structure & Ideal attempts

Section	No of questions	Non MCQ Questions	Time in Minutes	Difficulty Level	Ideal Score/Attempts for 99 %ile
VARC	24	5	40	Moderate	35-38 (15-18)
DILR	20	5	40	Moderate	28-30 (10-12)
QA	22	8	40	Easy	39-42 (15-17)
Total	66	18	120		97-99 (42-48)

An analysis of CAT 2021 and its ideal attempts

At last he welcomed and cleared the queries of the students. It was a fulfilling and knowledge enriching webinar!

INSTAGRAM LIVE

EN-TALK: GEN Z AND THE ART OF LAUNCHING A STARTUP

JANKI DEVI MEMORIAL COLLEGE
IMPRENEURS
THE ENTREPRENEURSHIP CELL

presents
EN-TALK

GEN Z AND THE ART OF LAUNCHING A STARTUP

📅 24th January, 2022

🕒 05:00 pm

📍 _impreneurs_ecell_jdmc

▶ LIVE ON INSTAGRAM

PARITOSH ANAND
ENTREPRENEUR | CONTENT CREATOR |
3XTEDX | HOST OF #1 PODCAST

Dr. Madhu Gupta
Dr. Manisha Sinha
Convenors

Ritika Aggarwal
President

Khushi Jaluka
Vice-President

Nitya Mahajan
Ritika Singla
Events Head

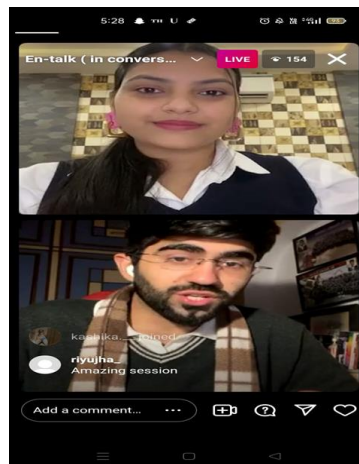
Prof. Swati Pal
Principal

Impreneurs-The Entrepreneurship cell of Janki Devi Memorial College organized their first-ever Instagram live session **En-talk**. The live session was held on 24th January 2022, at 5:00 p.m. on the official Instagram handle of Impreneurs in conversation with **Paritosh Anand**, who is a young entrepreneur, co-host of India's best podcast: 2 Peas in a Pod, Tedx speaker, filmmaker, storyteller, and Youtuber.



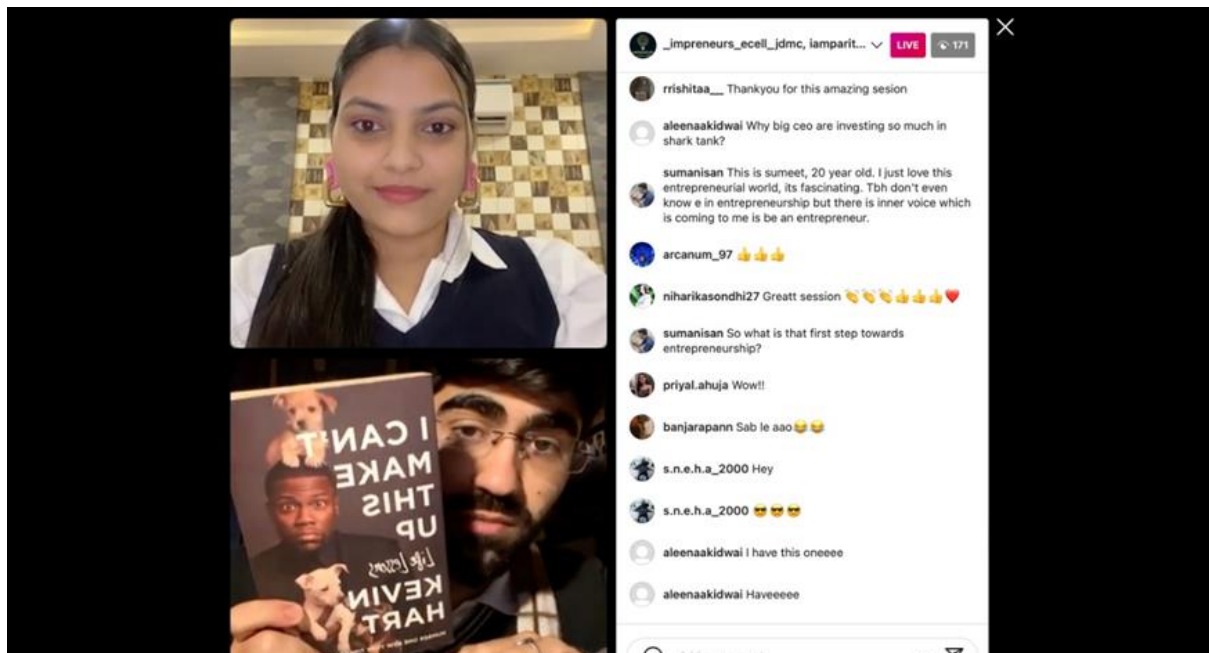
In conversation with Mr. Paritosh Anand

The live session witnessed over 150 participants passionate to learn about Paritosh's entrepreneurial journey. The session started with the host, Ritika-the event head, introducing the guest speaker to the audience. The eminent speaker Paritosh Anand started by telling why Gen Z's are so attracted to the startup industry. From there he went on to explain the entrepreneurship trend. He extensively explained how the students can start their entrepreneurship journey including where to begin and how to move forward.



Some valuable insights are being provided by the speaker.

Furthermore, Paritosh answered questions related to investment, hiring a team, convincing your parents, and self-motivation asked by Ritika on the behalf of the students aspiring to become entrepreneurs. He also suggested a list of books including *The Alchemist* by Paulo Coelho, *The Power of Your Subconscious Mind* by Joseph Murphy, and many more, for the audience to read for inspiration.



Some book recommendations for self-growth, provided by the speaker.

The participants showed commendable enthusiasm by expressing their queries and opinions in the chatbox. After answering all the questions and clearing all queries, Paritosh ended the session by telling a funny story about his personal close-to-death experience. The event served as a great learning experience. It was a fun session and everyone gained a lot of knowledge.

ADATHON Report

November 24, 2021 - November 26, 2021

Impreneurs - The Entrepreneurship Cell of Janki Devi Memorial College organized rounds of competitions from 24th to 26th November 2021 under the event ADATHON.

ADATHON tested students' knowledge in not only marketing but brand knowledge and advertising. The first day of the competition started with Snap-It-All, the first round of Adathon, a competition on brand knowledge. A brief overview of the competition was also given by the Impreneurs Team, followed by a Q&A. It was a fun, witty, and thrilling competition that left the participants in sweat. The competition saw more than 90 registrations, with more than 180 participants hunting their way to get to the finale.

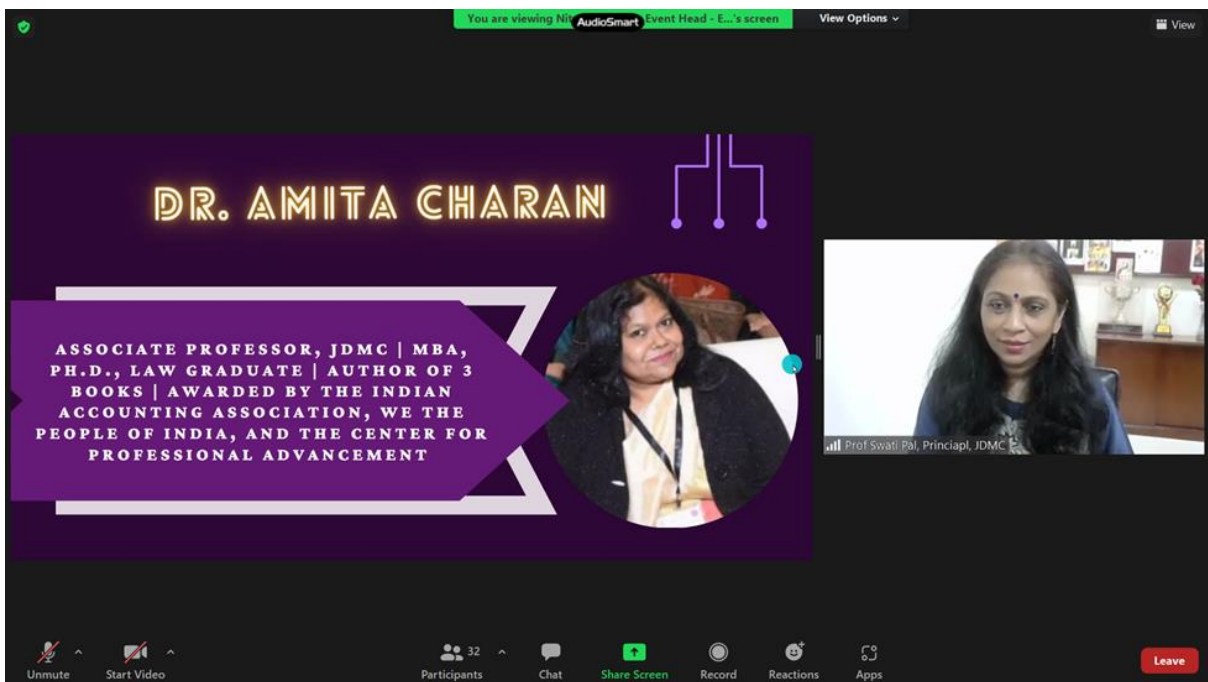
The top twelve teams were announced as qualified which moved on to Round 2, AD-A-LICIOUS, where their marketing skills and innovation would be tested. But that's not it, as everything that is shown is not always the reality. A mysterious secret elimination round followed this round where out of 12 teams, 6 were eliminated and disqualified. That left, Top 6 teams for Round 2.

Day 2: AD-A-LICIOUS

(26th November 2021)

With an enticing first-round - **Snap It All**, The winning teams of the first round of the event "ADATHON" wholeheartedly participated in **Round-2 AD-A-LICIOUS on 26th November 2021** with their presentations of their imaginary product. The event started in the presence of honourable Principal Prof Swati Pal, teacher convener Dr.Madhu Gupta, our respected judges Mr. Devan and Dr. Amita Charan.

With the introduction done by the host, the marvellous event started. **The principal, Dr. Pal, boosted the confidence of participants with her encouraging words** and talked about the impressive work done by Impreneurs. Furthermore, teacher convener Dr.Madhu Gupta enlightened the participants with her beautiful words, and following that the judges also encouraged participants to deliver their best output.



Principal Mam encouraging the participants

Following this, the event started with the host asking **Team-1 Boomer gang** to present their presentation in a time frame of 7 minutes. Their product was a **Lighting toothbrush (A toothbrush attached with LED light in it and a camera which can help in showing and detecting cavities)**. Once Team-1 completed their presentation, judges asked them questions related to their product and presentation.

Subsequently, **Team 2: Intellectually buff** presented their presentation on the **Alpha belt (A Belt with health monitoring features with luxury feeling)**. After the completion of the presentation, a Q&A round followed.

Moving ahead, **Team-3: Mavericks** Presented their presentation on **Lokey (A key with a location detecting feature and alarm)**. The same process was followed here.

Next followed, **Team-4: Sad Gurls Love Money** who presented their presentation on **Boombox specifier (A Boombox with a candle attached to it on its top which will give the consumer the feeling of Music and candlelight at the same time and with the same instrument)**. Once Team-4 completed their presentation, judges asked them questions related to their product and presentation and how is the product viable.



Team Cleanse X99 presenting their marketing strategy.

Thereafter, **Team 5 - the Enthusiasts** presented their presentation on **Cleanse x99 (purifier attached to the top of a bottle which can filter the water without any other means)**. An enthusiastic Q&A round followed the presentation.

At last, **Team-6: The strategic planners** were asked to present their presentation on **Belle (Revolutionary hair comb with dryer attached on its teeth which can blow-dry the hair while combing it)** Once Team-6 completed their presentation, a passionate Q&A round followed.

Later, judges evaluated the performance of participants based on their product presentation advertisement, marketing strategy, etc. After much deliberation, judges declared the result with that being,

2nd runner-up was **Team-4: Sad Gurls Love Money**

1st runner-up was **Team-2: Intellectually Buff**

And lastly, the winner was announced as **Team-5: The Enthusiast**.

Topic: Green Enterprises Revolutionizing Entrepreneurship for a better tomorrow

On 4th September 2021, Impreneurs, the Entrepreneurship Cell of Janki Devi Memorial College organized an exclusive webinar for the students of an add-on course on “**Green Enterprises: Revolutionizing Entrepreneurship for a better tomorrow.**” The webinar started with a warm welcome of our speaker Mr. Aashish Beergi, Co-founder and CEO of MASH Project Foundation (MASH Project) which is a social enterprise committed to building a global community of social change-makers. He is a social entrepreneur and during his undergrad, he conceptualized and built a solid waste management model that went on to become one of the finest models of decentralized urban waste management in India. The webinar was held on Google meet at 4:00 PM with warm greetings from Impreneurs Convenor - Dr. Manisha Sinha towards our speaker and the session began.



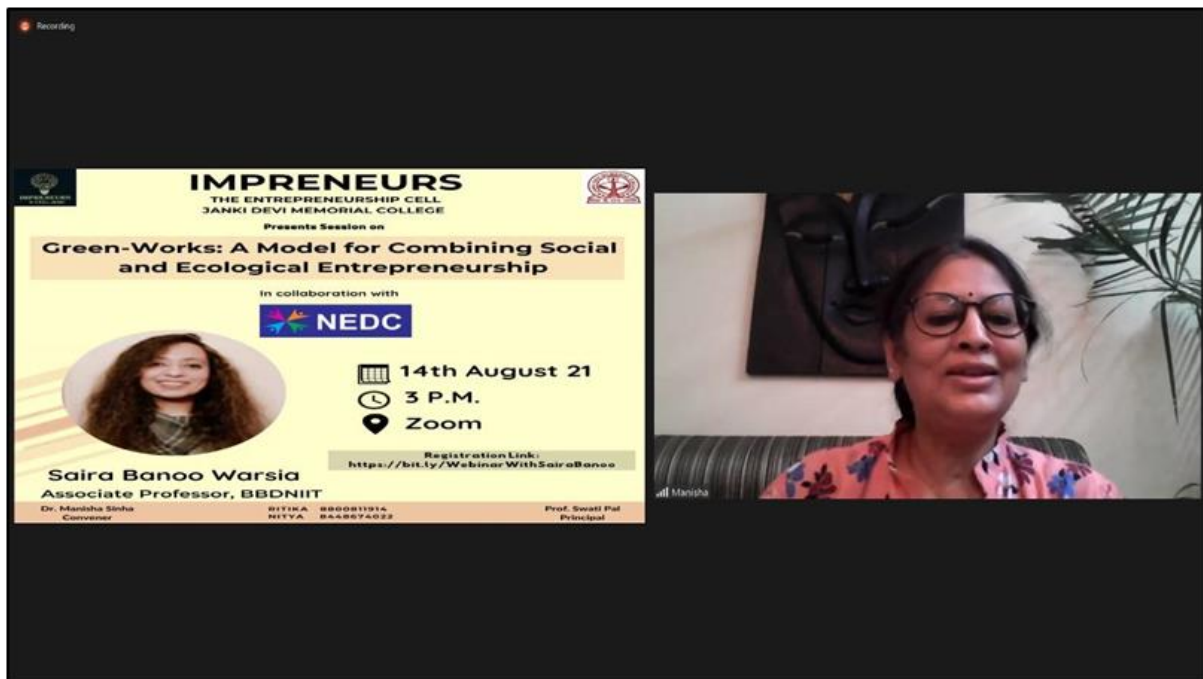
Aashish Sir started the session by introducing himself and talking about his experience. He told the students about his journey in the business world and what he learned from it. He also discussed various business models, especially a Green Business Model. Furthermore, he talked to students about how building a student connection with like-minded people is as important as anything else in a business world. Not only that, but he motivated students on finding the problem in the world, then looking for a solution. He also spoke about the role the government plays and the importance of understanding the government like we understand a stakeholder. He gave real-life examples of start-ups like InfinityBox, a start-up to make the world single-use plastic-free. Likewise, he also inspired students to build their business model and learn various skills to make it possible. Sir held an interactive session where he not only encouraged students on entrepreneurship with practical examples, he also conversed with them on their doubts and questions related to it.



Sir, talking about InfinityBox, a green start-up.

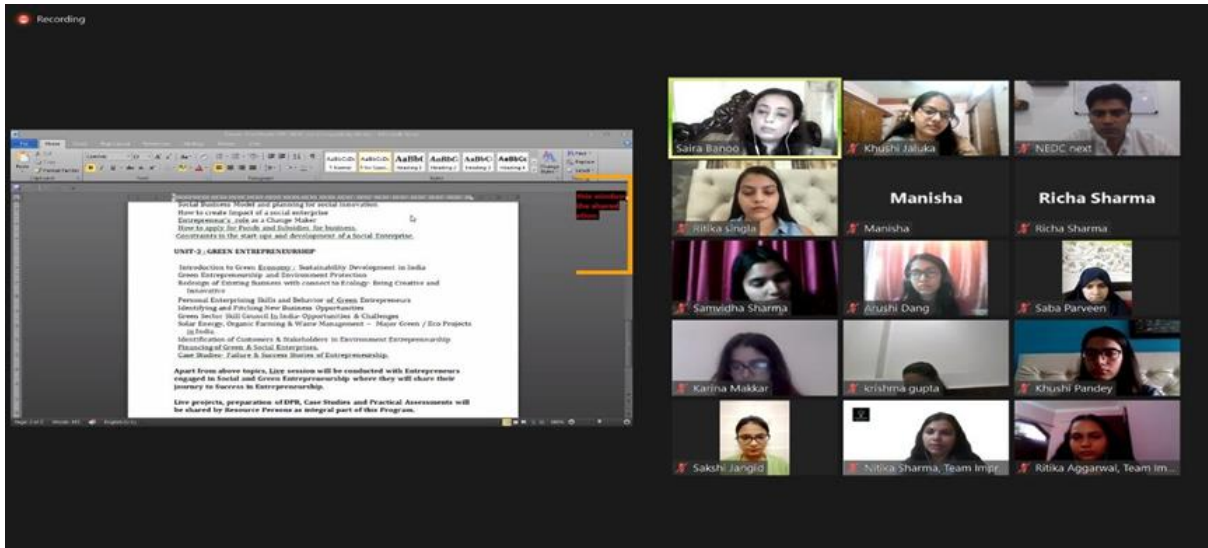
WEBINAR ON ENTREPRENEURSHIP WITH SUSTAINABLE DEVELOPMENT

Impreneurs-The Entrepreneurship Cell of Janki Devi Memorial College organized an intuitive webinar on “Entrepreneurship with Sustainable Development” with the speaker Saira Banoo Warsia who is an associate professor at BBDNIIT. The webinar was held in collaboration with the National Entrepreneurship Development Cell (NEDC) on 14th August 2021 at 3:00 p.m. on the zoom platform with over 75 people participants and showing their enthusiasm towards social & green entrepreneurship. The webinar commenced with an introduction to Social & Green Entrepreneurship by the distinguished speaker-Saira Banoo Warsia.



Convener Dr. Manisha Sinha mam welcoming the speaker and the students.

From there she went on to explain how entrepreneurship can be combined with social values. She comprehensively explained how social and green entrepreneurship aims towards reducing social problems and environmental impacts. She further went on to introduce students to real-life social entrepreneurs in the form of a quiz. The quiz gave participants an insight into the contributions made by these entrepreneurs. Great enthusiasm and keenness could be seen in the responses given by the participants.



Honorable speaker, Saira Banoo sharing her insights on social and green entrepreneurship.

After explaining the relevance of entrepreneurship, the speaker invited the NEDC spokesperson and clarified student's doubts, and announced an add-on course on Social and Green Entrepreneurship. The details about the course were exhaustively explained.