



**Jai Hind College (Autonomous)  
Entrepreneurship Cell and Skill Hub**

**2022-2023 Annual Report**

**Dr. Rakhi Sharma**  
*Academic Head, Jai Hind College*

**Pratham Prabhani**  
*Student Secretary*

## SESSIONS

### 1. Business Model Canvas

**Resource Person:** Ms. Prachi Parikh, Incubation Manager - CrAdLE - EDII

**Objective:** “Business Model Canvas” was held for attendees to understand how to create a successful business by concentrating at all of the various segments of the business like Value Proposition, Key partners, Key Channels etc

**Outcome:** The students learnt how to analyse a business by observing its various channels and identifying its strengths and weaknesses. The session also helped the attendees to gain an understanding on how existing companies like Google, LinkedIn operate and what their business model is.

### 2. Achieving “Value Proposition Fit” & “Business Fit”

**Resource Person:** Mr. Gaurav Gaba, Senior Manager - Flipkart, ex-Swiggy, IIM Ahmedabad

**Objective:** This was held to help the attendees on understanding the importance of creating value in a venture. The session was aimed at different techniques and ways to create value propositions to increase sales, how to communicate the value benefit to the consumers and the difficulties one faces in this process.

**Outcome:** The attendees learnt about different companies that have been successful because of their unique value proposition, and various challenges in the process of creating value.

### 3. “What’s my story?” with Mr. Shriyans Bhandari

**Resource Person:** Mr. Shriyans Bhandari, Founder and CEO of Greensole, Director, Heritage Girls School

**Objective:** was held for attendees to understand the story of Greensole, where Mr. Shriyans Bhandari shared his experience of running a business with the students to help the students get inspired to remain persistent and dedicated throughout.

**Outcome:** The students were inspired by the experience and it helped them realise the importance of persistence and hard work in running a business.

### 4. Entrepreneurs of India

**Objective:** Poster Making Competition on ‘Entrepreneurs of India’ conducted by the Incubator & Accelerator Center and E-Cell & Skill Hub, to celebrate ‘Azadi ka Amrit Mahotsav’, an initiative by the Government of India to commemorate 75 years of independence and its people, culture and achievements.

**Outcome:** The competition encouraged participants to exhibit their creativity and talents, while celebrating the entrepreneurs of India.

### 5. Business Model Canvas Workshop

**Objective:** This was held for attendees to understand how to create a business model for their own ideas and ventures by concentrating at all of the various segments of the business like Value proposition, Customer Segments, Key partners, Key

Activities etc

**Outcome:** The students learnt how to analyse a business by observing its various channels and identifying its strengths and weaknesses. The session also helped the attendees to gain an understanding on how they can create a proper plan for their own ventures and reduce the risk of failures.

#### **6. Minimum Viable Product**

**Objective:** This was held for attendees to understand how to create a minimum sellable product in the market with basic features, but enough to get the attention of the consumers to help boost their business.

**Outcome:** The students learnt how to analyse the market and come up with a product which is basic but still attracts consumers, helping them to gain a better knowledge about the consumer market.

#### **7. “Out of the box thinking for problem solving” workshop**

**Objective:** “Out of the box thinking” was held for attendees to get a new point of view for general things and come up with creative ideas to solve daily problems.

**Outcome:** The students learnt how to look at things from a completely new perspective and develop their entrepreneurial skills, they also interacted with their peers and looked at things from various perspectives.

#### **8. Ecopreneur: Sustainable Solutions**

**Objective:** This was held for attendees to get a chance to express their creativity and idea generation capacity through a fun and interesting eco-friendly Ganesha Idol-making competition.

**Outcome:** The students learned how they can utilise natural and biodegradable materials to create a Ganesha Idol as an initiative to save the environment and also come up with a more economical solution towards it. It also had the potential of becoming a business venture if done on the right scale.

#### **9. Prototype Demonstration**

**Objective:** “Prototype Demonstration” was held for attendees to get a chance to put their business idea into a practical and physical model, by making a prototype for their product/service students could understand how people are reacting to their business idea and how viable their product/service actually is.

**Outcome:** The students learned how they can actually use their idea and convert it into something which acts as a base for their model and makes them understand how viable their business is and how successful their business plan would be.

#### **10. Social Media Marketing Session**

**Resource Person:** Karan Shah, Founder, IIDE

**Objective:** “Social Media Marketing” was held for attendees to understand the very basics of how social media ads are made and how they work

**Outcome:** The students learnt how social media ads work and how to make them, how the social media algorithm works. They got to know why a certain advertisement shows up on your feed.

#### **11. “What’s my story?” with Mr. Upamanyu Acharya**

**Resource Person:** Mr. Upamanyu Acharya, ABM - Reckitt

**Objective:** This was held for attendees to understand the journey of how and why the Entrepreneurship Cell was formed, Mr. Acharya’s journey in college and IIM Ahmedabad and what all was done to make it possible.

**Outcome:** The students learned about the experiences and journey of the founding president of E-cell and the work that went behind it all.

#### **12. E-Leaders Networking Meet**

**Objective:** To gather the various innovators and changemakers from different colleges on a common platform to discuss various initiatives taken by each college in the field of entrepreneurship.

**Outcome:** Attendees came to know about the different ideas and innovations taken up by various institutes and also got a platform to network with a variety of E-leaders.

#### **13. National Startup Day**

**Objective:** To share the knowledge on various upcoming startups in the college and how to sustain a business in the current scenario.

**Outcome:** Students got deep insights on current working startups and how they are growing.

## E-NNOVATE

### 1. Design Thinking Workshop

**Resource Person:** Mr. Arup Mazumdar, Chief Evangelist Design Thinking

**Objective:** To widen the horizon of knowledge of the students by presenting innovation through design. Learn and understand the concepts of design thinking and use it to solve problems and needs.

**Outcome:** Post this session, the students were able to understand and dive deeper into design thinking. They also learnt to think creatively and understood how one can use innovation and design thinking to solve the needs of the consumers.

### 2. Speaker session on Product Market Fit

**Resource Person:** Mr. Sharan Goyal, Director, Navona Kitchen LLP

**Objective:** To enlighten the students about achieving Problem-Solution fit to meet the various needs of a consumer

**Outcome:** Attendees will be able to create their own product or service keeping in mind the various market-fit requirements explained by the speaker. They also got to know about the experiences of the speaker and his venture.

### 3. Business Snakes and Ladders Competition

**Event Judge:** Mr. Yash Duggar, Jai Hind College Faculty

**Objective:** To make the participants understand how a company works in different business situations and use their brains to justify the business decisions.

**Outcome:** Participants were able to use their ability of understanding the business environment and putting them to practical use, it also helped them to gain insights on various business decisions and justify them with their own understanding of it.

### 4. Pitch it Out

**Event Judge:** Mr. Swapnil Pase, Co-Founder, Freelancer Academy

**Objective:** To test the pitching skills and creativity of the participants and how well they can sell a product to an unusual target audience and how well they can negotiate with others.

**Outcome:** Participants got a chance to get creative and come up with explanations on why the target audience presented to them should buy their products, this helped them to enhance their marketing skills as well as negotiation skills.

### 5. Finance and its Future

**Speaker:** Mr. Ronit Harisingani, Co-Founder, Spare8

**Objective:** To help the students achieve a balance and understand the different aspects of wealth.

**Outcome:** After attending this session, the students learnt about different financial aspects like micro investing, digital gold, trading and also the journey of Spare8 and this knowledge would help them to start their financial journey.

## GLOBAL E-SUMMIT 2023

### Sessions, Masterclasses, Competitions and Workshops:

#### 1. Summit-up

**Resource Person:** Mr. Samarjit Choudhary, ABP Digital

**Objective:** To help participants develop entrepreneurial and business skills by providing resources and learning how to make a simple business report with the base line provided in a fun way.

**Outcome:** The outcome of this event was to inculcate the skill of business reporting amongst the attendees. The participants will have a base line on how to make a business report by learning it in a fun way and understanding the details of it.

#### 2. Level Up your Performance

**Resource Person:** Mr. Harshil Karia and Mr. Aayush Anand, Co-Founder, Level Supermind

**Objective:** The founders of level up supermind came together to share their insights on how to keep a business running and how to scale up the business.

**Outcome:** After the session the attendees got to know the story of the founders and also got deep insights on levelling up the performances of their businesses.

#### 3. Innovation in the F&B Industry

**Resource Person:** Mr. Ananth B Prabhala and Ms. Mitisha Mehta, Co-Founders of Aquatein

**Objective:** To understand the process of converting an idea into a successful startup and the entire process that went into it from a successful founder and to gain insights into creating a disruptive product in the Food & Beverage Industry

**Outcome:** After the session the participants gained a better understanding of building your own beverage brand, making money and solving a large problem as well.

#### 4. Communicate Like A Ceo

**Resource Person:** Ms. Kaitlin Fritz, Co-Founder, Musemio; Forbes 30 under 30 Europe

**Objective:** “Communicate like a CEO: The Art of Pitching” was held for attendees to learn the skill of external and internal communication to escalate growth.

**Outcome:** The students learnt to communicate effectively with various stakeholders of the organisation to establish a good relationship with them and escalate growth.

#### 5. Fireside with a Founder

**Resource Person:** Ms. Swati Bhargava, Co-Founder Cashkaro & Earnkaro, Fortune 40 under 40 Entrepreneur

**Objective:** “Fireside with a Founder” with Swati Bhargava was held to inspire the attendees about the journey of a founder and give them the right mindset to take on challenges they may face while innovating.

**Outcome:** The outcome of this event was that there was a lot of learning that was imbibed by the students from the conversation with such a reputed founder that gave

them clarity about Entrepreneurship.

#### **6. Acqui-hiring: The New Startup Buzzword**

**Resource Person:** Mr. Swarup Pandya, Senior Program Manager, Wadhvani Foundation  
**Number of attendees:** 200

**Objective:** “Acqui-hiring: The New Startup Buzzword” was held for attendees to be familiar with the plan and important aspects a founder must follow to build a successful business.

**Outcome:** The students learnt to understand the roadmap business aspirants must follow to build a profitable or not for profit business

#### **Keynote Speakers:**

**Mr. Vijay Jain; Founder Director and CEO, Orra Jewellery - Building a D2C Brand**

**Mr. Ram Gopal; CEO, Barclays Bank, India - Insights into the Banking Industry and Future of Digital Currency**

**Mr. Mukesh Jain; CTO and Global Head of Innovation and Data, Capgemini - Technology and Data in Accelerating Startups**

**Mr. Yogesh Kundnani; VP – Business Development, CDSL - Importance of Investor Awareness**

**Mr. Anshul Arzare; CEO and Joint MD, Yes Securities - How to lead an organization**

**Mr. Sandeep Prabhani; VP, Digital Solutions, Atos Syntel - Importance of Financial Planning and Financial Psychology**

**Number of attendees:** 300

**Objective:** To enable attendees to take back valuable insights on current topics from renowned founders, CEO’s and industrialists.

**Outcome:** After attending this session attendees were able to grasp in depth knowledge about some relevant concepts and trends on the Indian economy by interacting with Industry leaders.

#### **Startup Competition**

##### **Objective:**

1. To test the ability to analyse and evaluate the emerging opportunities for startups taking part in the competition
2. Enabling the understanding of the concept demonstrated by startups and mentors for attendees.

##### **Outcome:**

1. The startup competition final round helped the participating startups with mentoring from industry experts, attendees were able to comprehend the various factors to be kept in mind while working on

a business idea.

## **Mentors**

1. Mohit Shukla - Managing Director | India Legal and Lead India Regulatory and Government Relations, Barclays India
2. Peshwa Acharya - President - Group Strategy & Director on the board - Brightcom Group | Ex CMO Reliance Retail.
3. Rajeev Suri - Managing Partner, Orios Venture Partners | Ex-CMO Reliance Jio
4. Anshul Arzare - Joint Managing Director & CEO, YES SECURITIES
5. Neeraj Jain - Independent Director, Tata Pension & Tata Trustee
6. Nikhil Madgavkar - Chief Financial Officer - Family office of Parekh's, Ex-CFO Mahindra & Mahindra
7. Naveli Jain - Principal - Investments, Private Equity at Edelweiss Alternative Asset Advisors
8. Vipul Mehta - CEO, Tipping Point - Startup Transaction Advisory Services
9. Nitika Nagar - Sr. Legal Counsel Viacom18 Media Private Limited | Social Entrepreneur
10. Suma Nair - Vice President and Group Marketing Head - NSEIT Group of Companies
11. Kunal Bajaj - Head of Capital Network at Blume Ventures
12. Yukti Kapoor Mendiratta - Founder & CEO, SBY Academy and WeCos Global Pvt Ltd | Seasoned Leadership Coach
13. Soham Shah - Mergers & Acquisition Consultant, PwC (US) | MBA- XLRI Jamshedpur
14. Adv. Jitendra Jain - B.Com, A.C.A, I.C.W.A, L.L.B, CS(I) Supreme Court Of India, Bombay High Court
15. Adv. Khushboo Oswal - BSL LLB, DHL, LLM (London)
16. Moiz Lakdawalla - Head- API Marketplace Visiting Faculty Member, Jai Hind College
17. Vishal Goyal - Co-Founder, IIA Ventures (Investor India Alliance)
18. Dipesh Mohile - Co-Founder, IIA Ventures (Investor India Alliance)
19. Rakhi Sharma - Startup Team Lead- Mumbai at HSBC Commercial Banking
20. Devang Raja - Founder, Venture Wolf
21. Maitry Shah - Sr. Associate - Investments at Mumbai Angels Network

## **Associations for the year 2022-23**

1. Blume Ventures
2. Make In India
3. AWS Activate
4. Mumbai Angels Network
5. StartUp India
6. Maharashtra State Innovation Society

7. Wadhvani Foundation
8. TIE Mumbai
9. Enactus

## Sponsors for the year 2022-23

1. Yes Securities
2. HSBC Bank
3. Navbharat Times
4. Aquatein
5. The Telegraph edugraph
6. Belgian Waffle
7. Level Supermind
8. News Reach
9. Selvel
10. Chatore
11. The Creator Closet
12. Leading Edge

## Media Coverage

### Navbharat Times

## नवभारत

### जय हिंद कॉलेज में उद्यमिता शिखर सम्मेलन

■ मुंबई, नवभारत न्यूज नेटवर्क: जय हिंद कॉलेज (ऑटोनोमस) ने हाल ही में अपनी शैक्षणिक उत्कृष्टता के 75 वर्ष पूर्ण किए, संस्थान का गौरव काफी तेजी से आगे बढ़ रहा है. इसका 'इंटरनेशनल सेल एंड क्लब हब', 'ई-सेल' ने हाल ही में 'ई-लैडर्स मीट' का आयोजन किया, जिसमें मुंबई के 30 से अधिक कॉलेजों की आमंत्रित किया गया था. इस संबंध में अकादमी की प्रमुख और संकाय अध्यक्ष डॉ. राखी शर्मा ने कहा कि इंटरनेशनल सेल एक नई पहल है, जिसकी स्थापना छात्रों में उद्यमिता को बढ़ावा देने के लिए डॉ. अशोक वाडिया के मार्गदर्शन में की गई है. एलेक्स ई-नॉटिफ नईपी कार्यान्वयन में योगदान दे रहा है. उन्होंने कहा कि इस सेल को प्रधान मंत्री की लक्ष्मि ने डिजिटल रूप से किया. डॉ. राखी ने कहा कि छात्रों को वर्तमान कार्रवाई पहल के अनुकूल बनाने के लिए सार्वभारत कार्यशाळाओं और प्रतियोगिताओं का



#### विद्यार्थियों का समूह चलाता है कॉलेज का ई-सेल

डॉ. वाडिया ने कहा कि शिखर सम्मेलन की परिधि स्टार्ट-अप प्रतियोगिता, एक मंच है, जिसमें रचनात्मक विचारों के माध्यम से अपने विचारों को व्यक्त करने के लिए विभिन्न स्टार्टअप शामिल हो रहे हैं. यह बहुत गर्व की बात है कि ई-सेल विजेता को आयोजन किया जा रहा है. इसी संदर्भ में गत वर्ष दिसंबर में इनोवेट नामक 5 दिवसीय कार्यशाळा का आयोजन किया गया था. डॉ. अशोक वाडिया ने कहा कि कार्यशाळा में

उन्के छात्रस्तरीय प्रस्तावों को आगे बढ़ाने के लिए 1 लाख तक का पूरवकर दिया जाता है. कॉलेज के ई-सेल में जो अंतर है वह यह कि यह छात्र समुदाय द्वारा चलाया जाता है जो उद्यमिता के क्षेत्र में युवा विभाग को बेहतर ढंग से समझने में मदद करता है.

'बिजनेस स्नेक एंड लैडर्स' और 'पिच इट आउट' जैसे प्रतियोगिताओं का आयोजन किया गया था, जिससे छात्रों को सीक से इंट्रक सोचने का मौका मिला.

**ANI News -**

<https://aninews.in/news/business/business/7th-edition-of-the-global-entrepreneurship-summit-at-jai-hind-college-mumbai20230209134513/>

**Sugermint -**

<https://sugermint.com/7th-edition-of-the-global-entrepreneurship-summit-at-jai-hind-college-mumbai>

**Telegraph India -**

<https://www.telegraphindia.com/edugraph/campus/jai-hind-college-conducts-the-7th-edition-of-the-global-entrepreneurship-summit/cid/1915635>

**Karostartup -**

<https://karostartup.info/7th-edition-of-the-global-entrepreneurship-summit-at-jai-hind-college-mumbai/>



## ACTIVITIES CONDUCTED BY VARIOUS DEPARTMENTS

### Department of Commerce:

1. Role of technology in start-ups By Mr Jitendra Attra
2. Social Entrepreneurship By Mr Pandurang Tawre
3. Business 101: How to develop an entrepreneurial mindset By Mr Yash Sakhlecha
4. Digital Marketing for Business & Career Growth by Mr. Ibrahim Electricwala
5. Idea Generation & Evaluation by Mr. Abdul Basit Saboowala
6. Business Model Canvas by Mr. Ibrahim Shaikh
7. Financing & schemes from the Government by Ms.Kiran Chougule
8. Pricing for Start-ups by Dr. Saudah Khatri
9. Managing and Maintaining customer relationships by Ms. Kshipra Kulkarni
10. Effective Distribution of Products and services by Mr. Ratnesh Desai
11. Digital Marketing Strategies for Start-ups by Ms. Zarna Shah
12. Innovative Strategies for branding by Mr. Zaid Siddiqui
13. Communication & Presentation skills by Ms. Kanchan Bhanuvanche
14. How to Make a Venture Capital Pitch? by Dr. Saudah Khatri

### Department of Sciences:

1. Expert talk on Entrepreneurship opportunities for Basic sciences.
2. Sci tank - idea or prototype pitching.
3. Xplore - presentation of scientific ideas and research work.
4. Genaces -The BIG SHOT game show.

### Department of Finance:

1. Session on Writing a Business Plan.
2. Workshop on Ideation.
3. Session on Pitching.
4. Session on budgeting.

### Department of Mass Media

1. Screening of original documentary films employing novel story-telling, production, and post-production methods.
2. emPOWERED - A workshop to inculcate self-defence techniques across genders.
3. A Masterclass to encourage financial literacy including emphasis on taxation and investment mapping.

Our Social Media Handles:

Website: <https://www.jaihindesummit.com/>

Instagram: <https://instagram.com/jaihindesummit?igshid=YmMyMTA2M2Y=>

Linkedin: <https://www.linkedin.com/school/jhcesummit/>