



AMITY CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT

ANNUAL REPORT: 2017-18

Index

1. Introduction

1.1 ACED at a Glance	03
1.2 The Team	04

2. Education

2.1 Entrepreneurship Awareness camps (EAC).....	06
2.2 Faculty Development Program (FDP).....	09

3. Student Startups

3.1 Mentoring	14
3.2 Amity Entrepreneurship Forum.....	14
3.3 Outcome: Number of startups developed.....	18
3.4 Social Networking initiatives	23

4. Family Business

4.1 Family Business: Taking it Forward.....	24
---	----

5. Training and Consultancy

5.1 Technology Based Entrepreneurship Development Program (TEDP).....	26
5.2 Panel Discussion- Roadshow 2017.....	30
5.3 ZED Awareness Program.....	34
5.4 MSME Project Appraisal.....	36
5.5 MOU Signing with NSIC.....	37
5.3 Women Entrepreneurship Development Program (Walmart).....	41

6 Events

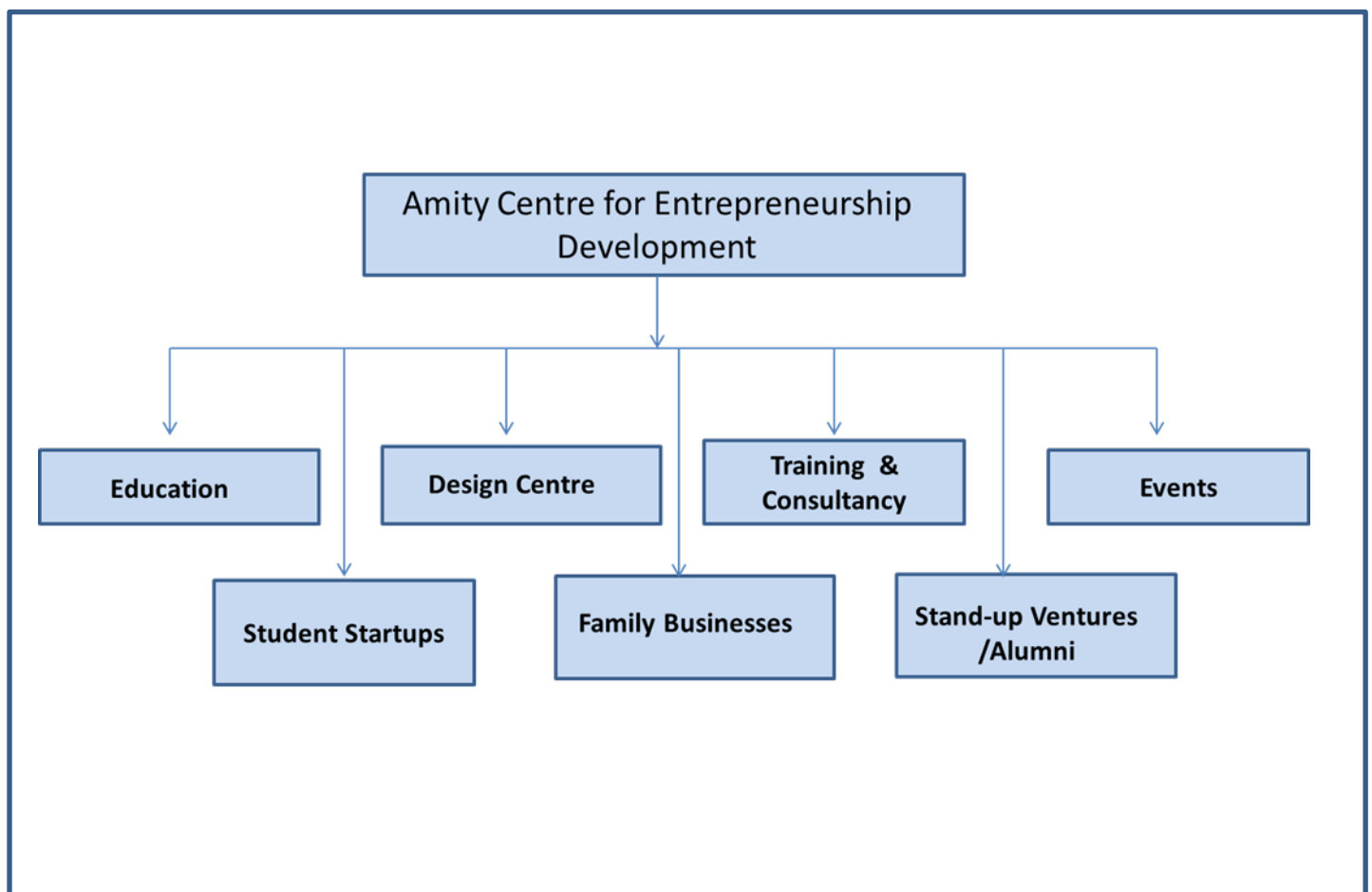
6.1 Startup Expo (under ICEL 2018).....	43
6.2 Lakshya 2018 (Under ICEL 2018).....	48
6.3 E cell Activations.....	52

1. Introduction

1.1 Amity Centre for Entrepreneurship Development (ACED) at a Glance

Amity Centre for Entrepreneurship Development (ACED) was mooted in July 2014 with the Mission Statement of providing excellence in undergraduate and post graduate education in the field of Entrepreneurship with a Vision of developing global entrepreneurial mindset citizen, sensitive to professional and Human Values. At ACED, students are encouraged and invited to freely share their business. At ACED, it is most important to give support and resources at idea generation stage of students business plan. Centre work with our students to develop their business idea into a mature business plan, which can be successfully executed with the support of various mechanisms available within Amity Universe.

The major pillars of ACED working are:



1.2 The Team:



Mentor:

Prof Dr Balvinder Shukla

Vice Chancellor,
Professor of Entrepreneurship & Leadership,
Amity University Uttar Pradesh



Dr. Neelam Saxena,

Head,
Amity Centre for Entrepreneurship Development,
Amity University Uttar Pradesh



Mr. Sumit Chauhan
Asst. Director,
Amity Centre for Entrepreneurship
Development,
Amity University Uttar Pradesh

The other members of Amity Entrepreneurship Team are:

Sr. No	Faculty Mentors	Designation
1.	Prof.(Dr.) Alka Munjal	Professor, Finance & Strategy, Dean SAASS
2.	Prof.(Dr.) Sanjeev Bansal	Professor, Decision Science & Management, Dean FMS
3.	Prof.(Dr.) S K Khatri	Professor, Director AIIT , AUUP
4.	Prof. Akhil Swami	Professor Finance & Entrepreneurship, ABS
5.	Prof.(Dr.) Sujata Pandey	Professor, ECE, AITEM
6.	Prof.(Dr.) Anjani K. Singh	Associate Professor, Entrepreneurship, ABS
7.	Prof.(Dr.) R. Sujatha	Professor, HR & Entrepreneurship ,ABS
8.	Prof.(Dr.) Sanjeev Thakur	Professor , E-Cell Coordinator -ASET
9.	Dr. Ritesh Dwivedi	Assistant Professor, E-Cell Coordinator ,ABS
10.	Prof. Seema Rawat	Assistant Professor, ASET
11.	Dr. Kumar Shalendra	Assistant Professor, ASB
12.	Prof. Nidhi Gupta	Assistant Professor, ASB
13.	Dr. Sandeep Bhasin	Assistant Professor, Marketing & Entrepreneurship, AIBS
14.	Dr. Varsha Goyal	Assistant Professor, ASB
15.	Dr. Bhavana Sharma	Assistant Professor, E –Cell Coordinator, ACCF
16.	Ms. Garima Wadhwa	Assistant Professor, E –Cell Coordinator, ALSN
17.	CS. Monica Suri	Professor, ALSN

Activities and Achievements: 2017-18

2 Educations:

Employability and Entrepreneurship

University strives to ensure that students are developed not only as Professionals but as a good human being with good civic sense and healthy mind. The curriculum actively foster attributes to enhance the employability of students.

The University defines its philosophy underpinning the teaching Programmes through the Graduate Attributes. These Graduate attributes describe the knowledge, qualities and capabilities that students are encouraged to inculcate throughout their studies at the University.

University has defined 10 graduate attributes. Employability and Entrepreneurship are two important graduate attributes, embedded in the curriculum with the aim to enhance employability and entrepreneurial skills amongst students through classroom, labs, extra-curricular, co-curricular activities, field work and experience sharing of professionals from diverse fields/industries.

2.1 Entrepreneurship Awareness camps (EAC):

Date: Elective course running in both Odd and Even Semester.

ACED fosters entrepreneurship culture in the students to become entrepreneurial in their respective arenas. Those who are passionate to become entrepreneurs, they are mentored to become entrepreneurs and venture out on their own. Under this premise, ACED offers four Value added course to all student across the university. The basic idea is to develop entrepreneurial mind-set and human values amongst the Amitians and translate them into world class professionals. These value added courses introduce the subject to students and work towards the national requirement of producing job creators rather than job seekers.

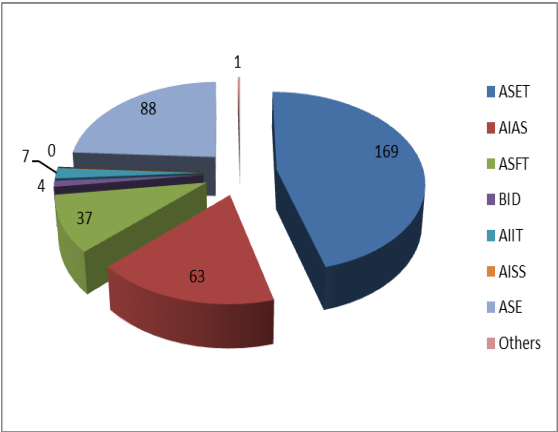
Year 2017-18:

In the Year 2017-18 following courses were offered as a value added courses to the students of the university.

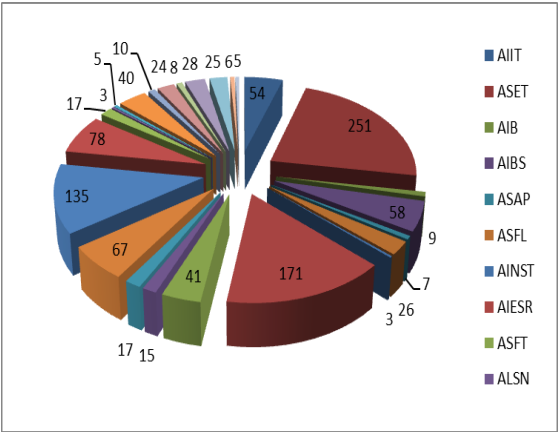
Semester	Courses Offered	Course Code	Level	No. Of Students
Odd	Entrepreneurship General Awareness Camp (EGAC)	ENTR 101	UG	856
	Entrepreneurship Awareness Camp (EAC)	ENTR 606	PG	247
Even	Entrepreneurship General Awareness Camp (EGAC)	ENTR 101	UG	281
	Entrepreneurship Awareness Camp (EAC)	ENTR 606	PG	78
	Introduction to Entrepreneurship	ENTR 201	UG	89
	Basics of Entrepreneurship	ENTR 706	PG	0

In total, the year 2017-18 saw the participation of 1551 students in the entrepreneurship value based courses from the university. The student range from various diverse fields like engineering, fashion designing, chemistry etc.

Coverage of different institution in EAC classes



Even Semester



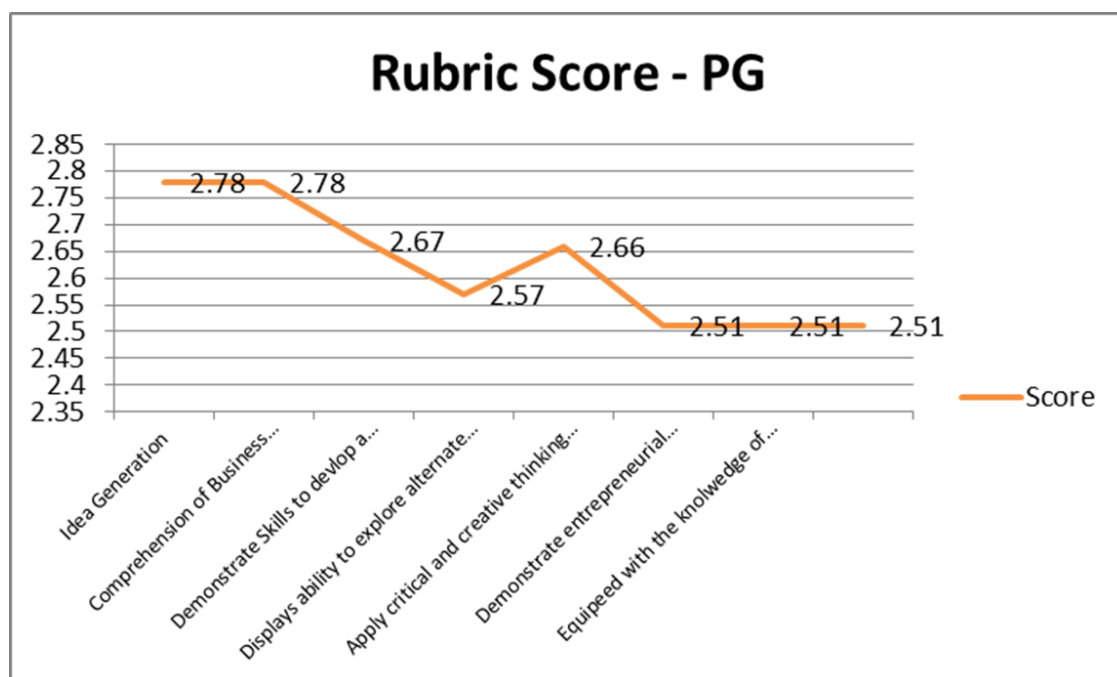
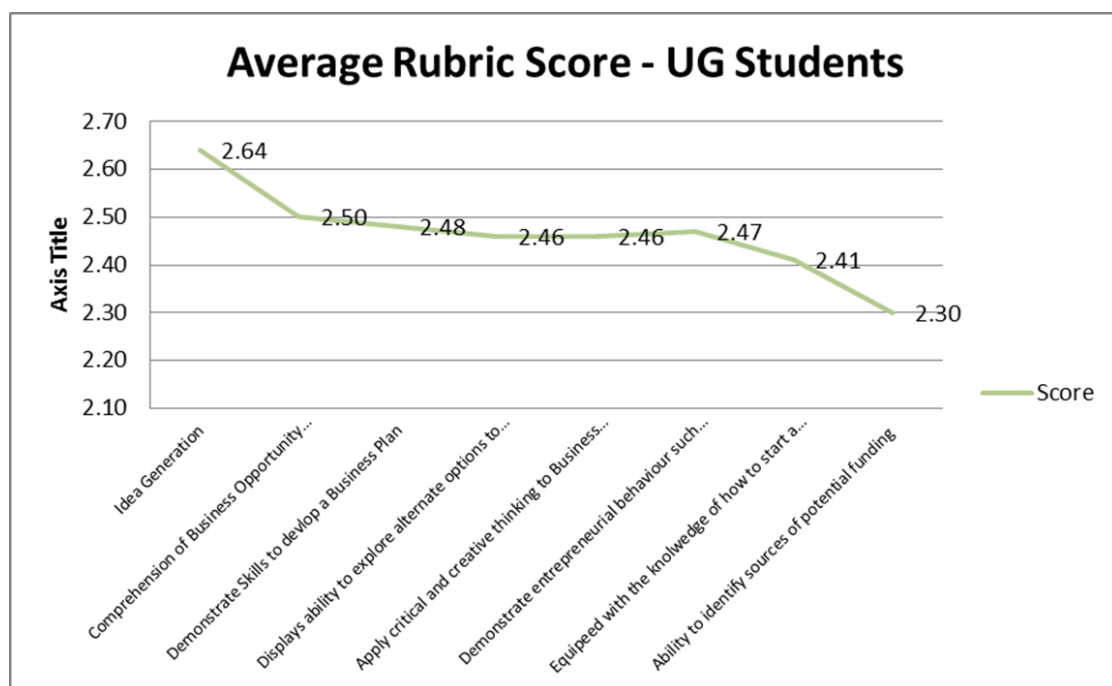
Odd SemesterOutcome Assessment: The

outcome assessment of awareness camps was done through Rubrics analysis: 8 parameters were reviewed at 5 levels to check the competency of student on topics related to entrepreneurship.

Annual Report 2017-18

Sl.no	Attributes	Unsatisfactory	Needs Improvement (1)	Satisfactory (2)	Proficient (3)	Distinguished (4)	Score
1	Idea Generation	Cannot have ability to generate new ideas	Has the ability to identify and share ideas or solutions	Shows comprehension of the Market situation and correctly identifies some key issue(s) but does not articulate idea/s	Shows good comprehension of the Market situation and correctly identifies most key issue(s) to articulate ideas	Shows good comprehension of the Market situation and correctly identifies all the key issue(s) to idea generation	
2	Comprehension of business opportunity evaluation	Opportunities through Customer and market needs not identified	Opportunities through Customer and market needs are identified but not clearly identified	Prospective customer and market needs and characteristics are identified and described	Identified customer and market needs and characteristics are quantified	Identified customer and market needs and characteristics are quantified. All key constituencies are identified (e.g., target customer, investors)	
3	Demonstrate skills to develop a Business Plan	Unable to Develop and draft a business plan	Shows Slight ability to showcase the components of B-Plan	Shows skills to comprehend and draft a business plan	Able to Develop a business plan: a detailed proposal describing the business idea and management of financial resources	Displays ability to identify uniquely salient components of Business plan including management of capital, financial and human resources	
4	Displays ability to explore alternate options to the identified problem	Does not come up with alternate feasible and original options	Slight ability to come up with alternate feasible and original options	Makes an effort to minimally explore alternate solutions but plays safe, does not risk uncertainty associated with original solutions	Explores alternate solutions to the problem but these are not very original, tends to play safe to an extent	Explores and comes up with original, relevant alternate solutions to the problem	
5	Apply critical and creative thinking to Business problems	Unable to apply creative thinking to business problems	Basic understanding to apply creative thinking to business problems	Understands the importance of creativity in business but unable to demonstrate creativity matching to business reality	Understands the importance of creativity in business and able to demonstrate creativity matching to business reality	Demonstrating Creativity, originality and how those could apply to their own real life, future business ventures	
6	Demonstrate entrepreneurial behaviour such as risk taking, leadership, communication, Working in teams /collaboration/ team setting	No defining attributes of entrepreneurial behaviour are identified.	Basic defining attributes of entrepreneurial behaviour are identified.	Few defining attributes of entrepreneurial behaviour are identified	Most of the attributes of entrepreneurial behaviour	All the attributes of successful entrepreneurial behaviour	
7	Equipped with the knowledge of how to start a business in the country	No understanding of the Indian Eco-System of Entrepreneurship that includes Government formalities, Rules and regulations to start a business	Basic understanding of the Indian Eco-System of Entrepreneurship that includes Government formalities, Rules and regulations to start a business	Understands some of the Government formalities, Rules and regulations to start a business	Understands most components of the Indian Eco-System of Entrepreneurship that includes Government formalities, Rules and regulations to start a business	Complete understanding of the Indian Eco-System of Entrepreneurship that includes information Government formalities, Rules and regulations to start a business.	
8	Ability to identify sources of potential funding	Does not explain which specific sources are available to raise financing to the start-up/business expansion	Slight ability to explain which specific sources are available to raise financing to the start-up/business expansion	Can partially analyse sources of funding against the need and does not fully clarify the procedures to obtain it	Identify the most recognized sources of potential funding and financing and partly clarify the procedures to obtain it. Has knowledge on technical assistance available to support business	Identify the most recognized sources of potential funding and financing for business start-ups and/or expansion and fully clarify the procedures to obtain it. Has knowledge on technical assistance available to support business	

Analysis and Learning's from Rubrics Analysis: 2017-18



Learning's:

- Students have shown high level of competencies in basic parameters like idea generation, but the performance drops towards higher level parameters.
- PG student level of understanding is better than the UG students.
- Both the groups UG and PG score poorly on parameters related to funding and procedure to start business in India.
- PG students have high score on Creative Thinking, pointing towards the role of maturity in entrepreneurial process.

The analysis points towards the course success in instilling the thought process for finding a business opportunity, but the program stipulated time seems inadequate for developing detail understanding of entrepreneurship

Some Glimpse of the Course:



Industrial Visit to NSIC (As a part of the Course)



2.2 FDP on Entrepreneurship Development

Dates: 16-31ST May 2017

Venue: F3/F1 MDP Hall

ACED conducted a two week Faculty development programme on entrepreneurship development from 16th to 31st May 2017. 21 participants from engineering , Pharma and entrepreneurial education background attended the programme. The participant belongs to various campuses from Amity in

India. The programme is a perfect mix of classroom teaching, practical exposure and interacting learning methods on imparting the basic concepts on entrepreneurship education. The basic aim was to develop the competencies in faculty, so that they can identify, mentor and support the entrepreneurship based activities in their institutes. We have gone ahead and introduced an outcome based result benchmark, where each faculty have committed, the number of entrepreneurs that they will develop from students in their institutes.

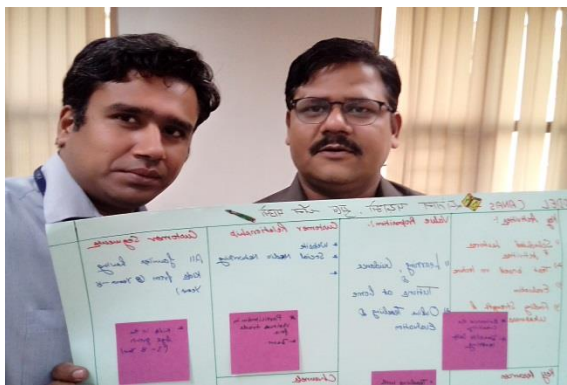
The classroom based learning, was aimed to teach a step wise approach, from developing the idea to finally develop a mature business plan. It started with the discussion on the definition of entrepreneurship and the attributes important for developing the mindset in a student. With explanation of importance of entrepreneurship for a countries growth, various government initiatives were discussed in length. Idea generation, 7 domain model, Value proposition, Financial analysis , Business model canvas, Team dynamics are amongst the topic which were covered to give participants a framework to guide students idea into a reality of running startup. Throughout the classroom sessions, the interaction was kept open for discussion from both sides. Many discussions were initiated to understand the current business environment and the challenges posed by dynamic social, economic and political environment. To assist the classroom learning and to drill down the major concept of entrepreneurship development, Team based activities were implemented, some of them such as Egg-drop activity, Gum –shoe activity, self-assessment test, shoe tower activity etc. saw enthusiastic participation from the participants, which helped in making a strong point towards the experiential learning of the important concepts. The programme third pillar was the, practical exposure to entrepreneurs and the Visit to NSIC, to understand the challenges of entrepreneurs from a first-hand experience. Throughout the programme, many entrepreneurs discussed their journey, which enabled the participants to understand the task in more depth. NSIC visit highlighted the seriousness of government agencies on development of entrepreneurship for our country. Overall the programme stitched together various perspective of entrepreneurship development, and gave a holistic view of the subject from practical aspect of developing entrepreneurs from students .At the end , with an aim of summarizing the complete learning of the participants , four concluding exercises were performed”

1. Development of Course curriculum of any subject, with entrepreneurship element imbibed in it.
2. A business plan competition was organized, where participant prepared a business plan with all analyses, and presented to a jury.
3. Participant made a chart to present the major learning from the programme
4. A time based commitment was taken from the participants on producing outcome from the program.



Some glimpse of Classroom Training:





FDP

Duration: 16th May to 31st May 2017

Attendance List

29.05.2017 (Monday)

S.No.	Name	9:45am-11:00am	11:30am-12:45pm	14:00 pm-15:15pm	15:45pm-17:00 pm
1.	Dr. Meera Singh	MS			
2.	Dr. Shaili Vadera	Shaili	Shaili	Shaili	Shaili
3.	Mr. Dinesh Sharma	DSS	DSS	DSS	DSS
4.	Mr. Mahendra Agarwal	MA	MA	MA	MA
5.	Dr. Reshma Rani	Reshma	Reshma	Reshma	Reshma
6.	Dr. Anupama Prakash	AP	AP	AP	AP
7.	Dr. Sanmukh Kaur	SK	SK	SK	SK
8.	Dr. Shruti Chopra	SC	SC	SC	SC
9.	Dr. Ramanpreet Walia	RW	RW	RW	RW
10.	Dr. Jayendra Kumar	JK	JK	JK	JK
11.	Mr. Gaurav Dubey	Gaurav	Gaurav	Gaurav	Gaurav
12.	Dr. Dilbagh Panchal				
13.	Mr. Sumit Chauhan	SC	SC	SC	SC
14.	Mr. Shiv Kumar Sharma	SK	SK	SK	SK
15.	Mr. Ronak Parikh				
16.	Ms. Swati Vashisht	Swati	Swati	Swati	Swati

17.	Mr. J. Arun				
18.	Mr. Gaurav Panwar				
19.	Mr. Sudhanshu Tripathi				
20.	Ms. Seema Sahai				
21.	Dr. (Mrs.) Susmita Shukla				

Feedback Analysis of the Participants:

Q.1) From where you got the information about this programme?

S.No	Parameter	% response
1	Pamphlets / Broacher	-
2	Newspaper Advertisement	-
3	Posters/ Hand Bills	-
4	Others	100

Q.2) What is your opinion about the duration of Programme?

S.No	Parameter	% response
1	Short	-
2	Adequate	65
3	Long	35

Q.3) Did you find the Programme useful?

S.No	Parameter	% response
1	Very much	70
2	To some extent	30
3	Not useful	-

Q.4) Did it fulfill your expectations?

S.No	Parameter	% response
1	Yes	65
2	To some extent	35
3	No	-

Q.5) Planning of the Programme

S.No	Parameter	% response
1	Excellent	20
2	Very good	55
3	Good	15
4	Satisfactory	10
5	Poor	-

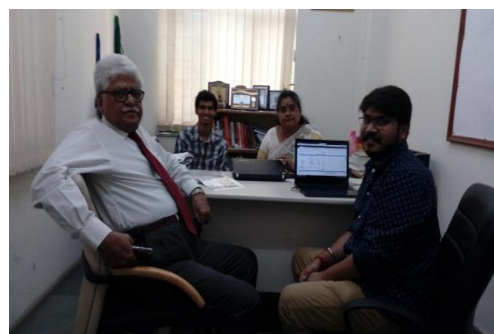
2. Student Startups

3.1 Mentoring

Poster Campaign to establish ACED as an idea generation centre: April-July 2017

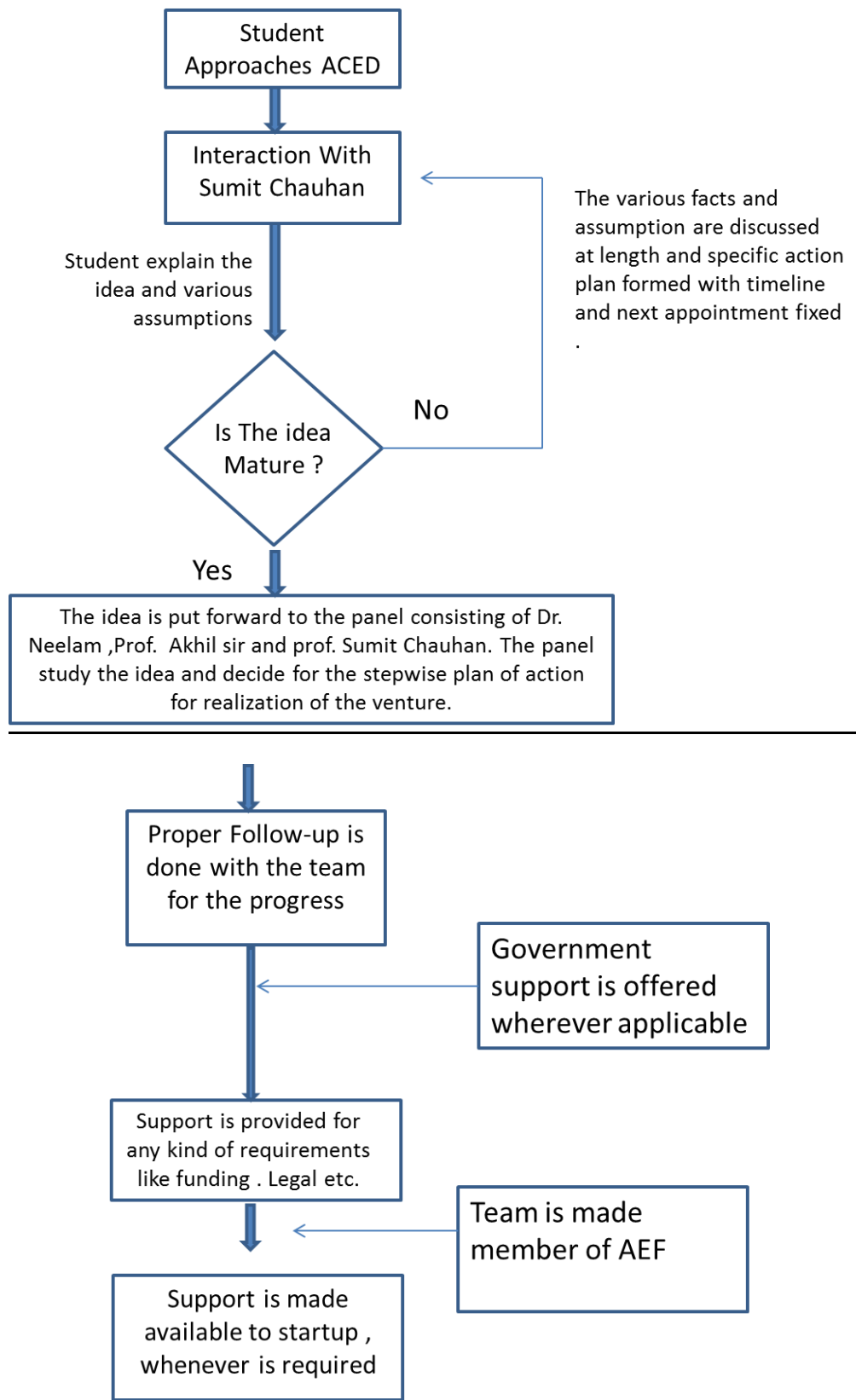


Some Glimpse of the Mentoring Process:



Total Student Mentored in year 2017-18: 700+

Mentoring Process At ACED



2.2 Launch of Amity Entrepreneurship Forum

Date: 27 September 2017

Venue: F3 MDP

Amity Entrepreneurship Forum (AEF), is a platform for Amity students (Both current and Alumni), who are running or interested in starting their own startups. The major objectives of AEF are:

- I. To provide a platform for all Amity startups, for sharing the resources and knowledge among themselves. This would include all the Alumni also, who are currently successful entrepreneurs.
- II. To develop an atmosphere of entrepreneurship in the university, where the members can work as a catalyst in developing entrepreneurial mindset in other students.
- III. To develop a sense of belonging in budding entrepreneurs towards Amity University.
- IV. To help the Amity management in supporting the entrepreneurial efforts of the student, by providing specific knowledge and guidance as per the need of particular to each startup.



AEF Launch Program

1st General Body Meeting: AEF 31/10/2017



MOM: AEF 1ST General Body Meeting

First general meeting was successfully conducted on **31st October 2017** at Wall Street in F Block.

Participants: 20 Student Entrepreneurs were present representing 15 startups.

- Jitin Bahra (Thenewsgeeks.com)
- Radhika (The newsgeeks.com)
- Anubhav (Zalonin)
- Samyak Jain (Tremend Drillco.)
- Akshi (Panigra)
- Deepanshi (D' Alessandro)
- Mehul (Sue knight)
- Pragya Gaynendra (Prezotech)
- Raju (Recoverkar.com)
- Sarbjot
- Aalaap (Recoverkar.com)
- Tushar (Pick bee)
- Shubham (Pick bee)
- Nominee from Pick bee (Pick Bee)
- Shutterbug – 2 Nominees (Shutterbug)
- Maanya
- Abhishek (Socioteria)
- Devraj (Homestead)
- Princy (Teknic)

Along with them two faculty coordinators were present in the event:

Sumit Chauhan
Dr Ritesh Dwivedi

Proceeding: The meeting was called at Wall Street restaurant in F block, to kick start the discussion between the student entrepreneurs and set the tone for the working of the Forum. Starting introduction and the objective of the forum was introduced by Sumit Chauhan and then Dr Ritesh discussed the various working challenges for the forum and the group. All the relevant topic related to the efficient working if the group was

discussed including the student body, Yearly membership terms and fees, benefit that the forum member can avail from the membership of the forum and the mode and schedule of future events were also discussed.

The student body for next one year was proposed by Sumit Chauhan as per below:

- Jitin Bahra, Co-Founder thenewsgeeks.com as the President
- Samyak Jain, CEO Tremend Drillco. As the VP and Treasurer.
- Radhika, Co-founder thenewsgeeks.com as the Member
- Princy , Founder , Teknic as the Member

Apart from above mentioned Appointments, following points were discussed and agreed upon in the meeting:

1. Student entrepreneurs will come up with their own requirement regarding the mentorship in specific field and the forum will arrange the requisite training.
2. Student entrepreneurs can approach forum, if they want to market their product or service in Amity University, Noida.
3. Apart from having a WhatsApp group, the forum is going for a website. Detail of which will be shared soon with the forum members.
4. We have finalized the logo of the forum as :



5. We will be meeting every month to plan and finalize the activity.
6. The forum is developing their own investors group, where the member can approach them with their specific needs.
7. The forum members have decided to keep 2000/- membership fees for 6 months to take care of the various expenses like payment for training faculty from outside and meeting expenses.
8. The treasurer, Mr. Samyak will be having the accounts with him and he will present the account statement every month to the group member.
9. The team has decided to offer discount on various service and product that the entrepreneurs have on a discount prize to group members.
10. Samyak will share a membership form in the group, kindly fill it (as this will be entered in website under your profile) and submit it with 2000/- cash. This is a student led initiative and the forum is not-for-profit in nature.

Finally this is our group and we need to be proactive in developing the forum and help each other in developing the venture and support each other in the entrepreneurial journey.



3.3 Outcome: **Developing Entrepreneurs from Amity University**

2017-18: **48 Startups (Currently 37 Operational)**

S.no	Detail of Members		Stage and Concept
1	Name	Khagendra and Sagar	It is a discount coupon site along with a social network platform. They are in profits and currently they are looking for funds for the marketing purpose.
	course	MCA/AIIT/AUUP	
	Venture name	Socialsarai.com	
	Since when	1.5 years	
	contact number	9650067441	
2	Name	Jitin and Radhika	Content website focused on unconventional news. They have achieved profit stage with well planned marketing and now they are looking for funds to expand.
	course	B.Tech(CSC)/ASET/AUUP	
	Venture name	The newsgeeks.com	
	Since when	1.5 years	
	contact number	9205248915	
3	Name	Anubhav Sinha and Team (NSIT)	It is a male and female hair grooming platform , connecting customer, businesses and hair style enthusiast.
	Course	B.Tech (Mech.)/ASET/AUUP	
	Venture name	ZALONIN	
	Since when	6 months	
	contact number	8527759098	
4	Name	Ayan Gaur	Ayan have built a bathroom fitting brand and it is doing exceptionally well . Having secured contract from various government agencies , he is poised to do big.
	course	BCA/AIIT/AUUP	
	Venture name	Albet Fittings	
	Since when	1.5 years	
	contact number	7042078874	
5	Name	Princy	The venture is about providing gaming knowledge for class 5 to class 10 students. The venture is in initial phase with lot of potential
	course	MBA/ABS/AUUP	
	Venture name	Teknic	
	Since when	3 months	
	contact number	8586069967	
6	Name	Saurabh Pradhan	Photography startup , using the talent in colleges .
	course	B.Tech /ASET/AUUP	
	Venture name	SHUTTERBUG	
	Since when	1.5 Years	
	contact number	8802887880	
7	Name	Sooraj and Team (4 members)	Providing digital solutions for other startups.
	course	B.Tech/ASET/AUUP	
	Venture name	Raystroke	
	Since when	1.5 years	
	contact number	9654775949	
8	Name	Abhishek and Team	Student social network , providing complete solution to all student needs like books , eating out options , social feeds etc.
	course	MBA/ABS/AUUP	
	Venture name	Socioteria	
	Since when	6 months	
	contact number	9810560800	
9	Name	Shubham and Team	New concept of requesting and making deliveries within a peer group.
	course	B.Tech /ASET/AUUP	
	Venture name	Pickbee	
	Since when	1 months	
	contact number	8447050052	

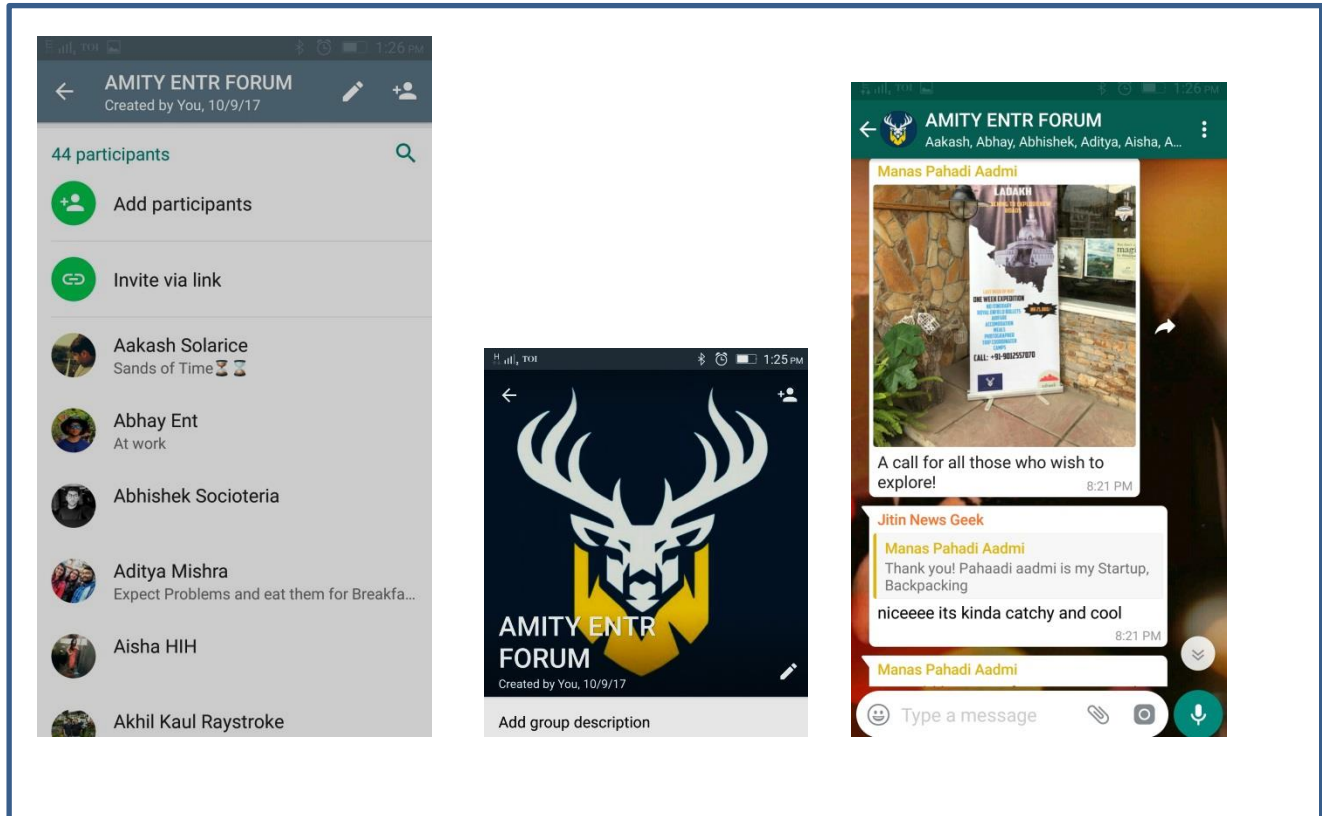
10	Name	Bharat	He is selling rice brand , with specific size and various ready to use masala options.
	course	MBA/ABS/AUUP	
	Venture name	2500 BC	
	Since when	2 Months	
	contact number	9899368272	
11	Name	Deepanshi	Clothing Brand, Venture in initial stage
	course	MBA/ABS/AUUP	
	Venture name	D Alessandro	
	Since when	3 months	
	contact number	9540000021	
12	Name	Rohan	He is into crockery Business. Running the business successfully.
	course	MBA/ASB/AUUP	
	Venture name	Hearth	
	Since when	3 months	
	contact number	9999728055	
13	Name	Devraj	He is running a PG for professional women in the vicinity of Amity University. Venture running successfully
	course	MBA/RICS/AUUP	
	Venture name	Homestead	
	Since when	2 Months	
	contact number	9425126271	
14	Name	Akshi Goyal	She is selling arts and providing platform for various artisans.
	course	MBA/ABS/AUUP	
	Venture name	Panigha	
	Since when	3 months	
	contact number	8130640254	
15	Name	Shivani Chauhan	She is having a Event management company. Running successfully in Delhi NCR.
	course	MBA/ASB/AUUP	
	Venture name	CANDID	
	Since when	6 Months	
	contact number	8527083862	
16	Name	Trigunayat	He is running a coaching institute in Jaipur using digital solutions .
	course	MBA/AGBS/AUUP	
	Venture name	Coaching Institute	
	Since when	6 months	
	contact number	7790937814	
17	Name	Srabjot	part time job portal
	course	MBA/RICS/AUUP	
	Venture name	Youth Hancer	
	Since when	1 months	
	contact number	9999722799	
18	Name	Pragya Gaynendra	Bar code solution
	course	MBA/ABS/AUUP	
	Venture name	Barcode	
	Since when	1 YEAR	
	contact number	7011576356 , 9990768844	
19	Name	Raju + Alaap	recoverker.com
	course	MBA/ABS/AUUP	
	Venture name	Recoverker.com	
	Since when	Oct-17	
	contact number	9971207641/8851920431	

20	Name	Manish	KASPER Pharma
	course	Pharma/TEDP	
	Venture name	Kasper	
	Since when	6 Months	
	contact number	9541007333	
21	Name	Naman	Astrology startup from eac
	course	AIBS	
	Venture name	Gurudevo.in	
	Since when	6 Months	
	contact number	8586876262	
22	Name	Akshay Bansal	
	course	2015 Passout	
	Venture name	Heuro	
	Since when	1 months	
	contact number	7500406303	
23	Name	Abhay and Team	It is farm related equipment
	course	ASET-Mechanical	
	Venture name	cyari/Aniders	
	Since when	2017-18	
	contact number	8860505775	
24	Name	Khagendra 2	
	course	AIIT	
	Venture name	THEHR.ZONE	
	Since when	2017-19	
	contact number	8860505776	
25	Name	Mahima	home décor
	course	MBA -ENT	
	Venture name	DreamView.in	
	Since when	2017-18	
	contact number	9911556643	
26	Name	Aman Kapoor	Placement Pal
	course	ASET	
	Venture name	Placement Pal	
	Since when	2017-20	
	contact number	9818996558	
27	Name	Komal	FOOD
	course	Law	
	Venture name	Two digits	
	Since when	2017	
	contact number	9654924313 / 9641314555 (whatup)	
28	Name	Harkirat	shoes.
	course	BSC IT - 1st year	
	Venture name	Konipic	
	Since when	6 months	
	contact number	9811032331	
29	Name	Pawan and team	Facility Management
	course	RICS	
	Venture name	Rubiks	
	Since when		
	contact number	7659867333	

30	Name	Manas Bisht	Road Trips
	course	BA History /AISS	
	Venture name	PAHADI AADMI	
	Since when	1 YEAR	
	contact number	9012557070	
31	Name	Samyak	drilling company
	course	MBA-ENT	
	Venture name	Drilling firm	
	Since when	2 Years	
	contact number	9811813943	
32	Name	Mekee	An NGO for underprivileged kids living in slums , to make them self reliant in the future.
	course	RICS -2017 PASSOUT	
	Venture name	KALPVRIKSHA	
	Since when	2 YEARS	
	contact number	8527618273	
33	Name	Aakash and Team (3 members)	They have a patented product , which is a temperature controlled flask. They are now looking for funds to establish manufacturing facility.
	course	B.Tech Pass out 2016/2017 /AUUP	
	Venture name	2.0'	
	Since when	Launch by December 2017	
	contact number	8447633030	
34	Name	Vinamara and Team (DU)	Notebooks selling of different shape and sizes , having local merchant and businesses coupon, there by reducing the price. Venture running successfully.
	course	B.Tech-ASET –Pass out 2017/AUUP	
	Venture name	Scribble Notebooks	
	Since when	8 months	
	contact number	9582467769	
35	Name	Aditya Mishra	Technical based support , to make the NGO work more transparent.
	course	B.Tech - ASET Brijwasan-Passout 2017	
	Venture name	Festive	
	Since when	2 Months	
	contact number	7011467321	
36	Name	Aisha	Handmade Products
	course	Law	
	Venture name	Hapinessishandmade	
	Since when		
	contact number	8447997223	
37	Name	Shivali	YOU TUBE CHANNEL
	course	FTM	
	Venture name	SHELLZZZMAKEUP-YOU TUBE	
	Since when		
	contact number	9821970097	

3.4 Social media use:

- To facilitate the communication between the student entrepreneurs, what's app group is started by the name of "AMITY ENTR FORUM".
- A Facebook page is maintained to share the activities with students and other faculties:



WhatsApp group



Facebook Page

3. Family Business

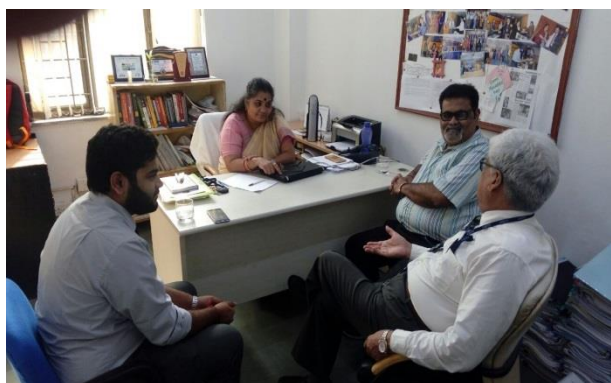
Activity:

4.1 Family Business: taking it forward

The details of activities are as under:

This program is conceptualized, to support the students having their own family business, given the older model of family businesses. It is based on the premise that most of the student do not want to join their family businesses, hence in order to understand and provide solution to this problem, this program is started. Here, we facilitate meeting with (entrepreneur)parent of amity student along with his ward is organized to understand the expectation of the parents followed by the grooming of the student ,to be ready to take the responsibility of the business. In this process the scope of diversification, expansion or starting a complete new venture (with the help of parent entrepreneur-Financially and with other resources) are discussed at length.

Some glimpse of the program:



Meeting with Parents of Family Business students, Total five such meeting held in last year 2017-18

Minutes of Meeting

Meeting Day : 7th April 2017

Name of Student: Mr. Divyam Singh

Course: Computer Science Engg. –ASET, Noida Campus.

Fathers Name: Mr. Manoj Singh

Profession: Owns a Healthcare R&D lab in Delhi, involve in various project and Assignments.



Profile of the Parent: Mr. Singh is a B.Tech. (Electronics & Power), P.G.D. (Medical Electronics), P.G.D. (Clinical Engg.). He is Managing Director / Chief Research Officer/Chief Technical Officer at Divlabs Healthcare Pvt. Ltd in Delhi. He is involve with various institutions as Technical faculty at Galaxy laparoscopic Institute"-Pune, Technical faculty at – ASICON – AIIMS New Delhi , Technical faculty at – FOGSI - Cochin , Technical faculty at – FOGSI - Cochin ,Regular faculty – Rohilkhand Medical college – Bareilly ,Visiting Faculty – Medical college Dibrugarh Assam ,Visiting Faculty at University of Kiel-GERMANY ,Visiting Faculty at University of Giessen-GERMANY ,Visiting Faculty at CIGIT , Chinese academy of Science, Chongqing - CHINA .

He has a vast experience of 25 years as faculty doing Clinical research, R&D and manufacturing.

Meeting Points:

1. He would like to associate with Amity University, to partner in R&D, Manufacturing and promotion of projects related to healthcare industry.
2. He is ready to mentor teams of students, who are interested in development of equipment's, machines and concepts related to healthcare industry.
3. He can also help in commercialization of projects, developed by Students or Faculty in this sector.

Way Forward:

1. To arrange a meeting with ASET director, to explore further collaboration options with him.
2. To involve him, in projects related to healthcare industry along with Amity University.
3. To introduce him to Founder President Sir.

Remark: The intent of the project is to understand the family business, but in this case, we feel that Mr. Singh can be a great resource for Amity University.

Minutes of Meeting : Meeting Day : April 2017

Guides: Neelam Maam , Shukla sir , Swami sir and Sumit .

Name of Student: Mr. Nishant Sethi

Course: RICS-First Year, Noida Campus.

Fathers Name: Mr. Praveen Sethi

Profession: Real estate Agent



Profile of the Parent: Mr. Sethi is an estate agent in Karol Bagh, Delhi. Dealing in commercial and residential properties in and around west part of Delhi. As the real estate business is witnessing a slump, he wants his son to develop new directions for the business.

Meeting Points:

1. His Son, Nishant won third prize in Lakshya competition, and has an idea of standardized PG accommodation service for Amity students as well as corporate peoples coming from outside Delhi.
2. We discussed several models for the development of the business ideas.
3. As per the discussion, Nishant is planning to start the business, with 32 rooms building in Noida.
4. During discussion, various points on funding, Revenue models, facilities to be provided and customer expectation were discussed.
5. Finally a business model was agreed upon, in which Nishant along with ACED department will be working to start the business at the earliest.

Way Forward:

1. To finalize the business plan, as per the discussion.
2. To finalized a building to rent out for the initial start of the business.
3. To start the business in next 3 months

5. Training & Consultancy


ACED collaborate with various government and non-government agencies for organizing various training, programs and project related to entrepreneurship activities. Various women centric Programmes are also conducted regularly to help women empowerment and building a strong nation with equal participation of women in entrepreneurship

5.1 Technical based Entrepreneurship Development Program

Dates: 9 Sept - 6 Nov 2017

About the program:

The 6-weeks Technology Based Entrepreneurship Development Program (TEDP), jointly organized by Amity Center for Entrepreneurship Development, Entrepreneurship Development Institute, Ahmedabad and National Science and Technology -Entrepreneurship Development Board, Department of Science & Technology from September 9 to November 6, 2017 at Amity University Noida Campus, concluded on 14TH Nov 2017, with the distribution of participation certificates to 50 student participants from various Institutions of Amity University.



INVITING
BUDDING
ENTREPRENEURS
TO REALISE
THEIR
DREAMS.

TECHNICAL
ENTREPRENEURSHIP
DEVELOPMENT
PROGRAMME
Government Approved
Certification Course -
36 hour Workshop

FREE REGISTRATION

Eligibility Criteria: Computer Sciences and
Information Technology Students/Professionals

AMITY CENTRE FOR
ENTREPRENEURSHIP
DEVELOPMENT

Classes commencing from: 24th August 2017 (Tentative) | APPLY BY: 11th August 2017

SEND NOMINATIONS TO: ACED Department
302, F2 Block, Amity University Campus, Sec 125, Noida – 201313
Tel : 0120-4392330, 0120-4392340, 95-608-66577 | Email: sumitc@amity.edu or schamoli@amity.edu | www.amity.edu/aced

Objective of the program:

TEDP was planned in such a fashion that the attendees of this program obtained the knowledge of entrepreneurship and its genesis from scratch. We have carefully selected the student through a rigorous selection process which comprise of asking for the application through a advertisement notice in Amizone and finally 50 students were selected on the basis of their interest in starting up of their own venture. Various industry experts participated in the program to impart practical knowledge to the participants. Special sessions were organized from government funding agencies like MSME, SBI etc. to make the participants aware of the funding scenario in the country.

We were in constant touch with each student during the program, in developing their ideas and hand-holding them through various stages of venture development. Individual sessions were planned with student having specific mentoring needs. A WhatsApp group was made in the starting of the program for better coordination with participants. We are planning to continue this group for further interaction also. We are treating this

training as their first step and have planned regular review meetings with individual teams for further grooming of their ideas.

Support from MSME:

MSME have supported this activity very actively. **Mr. Vijay Kumar, Director, MSME** was very proactive throughout and promised us his continued support on the student projects. Three of the projects were discussed with him and he agreed to handhold them personally.

1. Project of Aakash Bhargava and Team (Temperature controlled flask)
2. Project of Ashish and Team (IOT based project)
3. Project of Digvijay Pratap Singh (IOT based Drip Irrigation project)

Faculty for the program:

We have involved following faculty and outside resources for the program, to give a right mix of theory as well as practical knowledge.

1. Prof. (Dr.) Balvinder Shukla
2. Prof. (Dr.) Neelam Saxena
3. Prof. Akhil Swami
4. Prof. (Dr.) Anjani Kumar Singh
5. Prof. Sumit Chauhan
6. Dr. K.K.Goyal , MSME
7. Mr. Sanjay Kapoor , NEN
8. Dr. Sheenu Jain, Jaipuria Institute
9. Mr. Pradeep Sharma , SBI
10. Prof. Sanjeev Thakur
11. Ms. Seema Rawat
12. Dr. R.Sujata
13. Dr. Prakash Bhatia
14. Dr. Sujata Pandey

Visit to NSIC:

The participants visited the NSIC campus in Okhla, to understand the various initiatives taken by NSIC in many fields. They visited the incubator of NSIC also and gained the critical knowledge on various aspect of venture creation.



Feedback and Learning:

Student feedback is taken on regular interval on teaching methodology and other aspects from the workshop. Having an overall positive experience, students suggestions were noted as under:

- Visit to a running entrepreneurial organization and interaction with founder (Entrepreneur) could have provided more insight into the entrepreneurial journey: We have assured the participants that we can arrange the individual visit to various entrepreneurs as per their specific need.
- Individual mentorship program can be initiated with the program: We have clearly guided the participants about the continuous mentorship, ACED will be providing and the regular review to be held.
- Attendance issue: Lot of students has faced the attendance issue from their respective institutes: We have tried to talk to all HOL's and most of the issues were solved. We suggest that an Amizone link for attendance can be provided to ACED for marking attendance of the participants.
- Additional Lectures: Student request for repeat lectures from some faculties (Dr R. Sujata) was taken care off with additional classes.

Some glimpse of the program:





Inauguration Program



TEDP Scheduled classes



Valedictory Function

5.2 Panel discussion on “THINK BIG ROADSHOW -2017

Title, place (town, country) and date of the Roadshow

“Think Big -Women In business “Roadshow 2017 held on October 26, 2017

Venue: F-2 Auditorium, Amity University Uttar Pradesh, Sector-125, NOIDA (NCR), India

About the Roadshow

Amity University is a Knowledge Partner of Walmart through Think through Consultancy which is going to groom 64 -65 female entrepreneurs (32-33 in Noida Campus and 32-33 in Hyderabad Campus) who will be later eligible to be the supplier of Walmart. The program, which will be implemented by WEConnect International, We at Amity are going to groom these WE to be a member of supply chain. The course is “Walmart’s Women Entrepreneurship Development Program 2.0”. Walmart has announced the commencement of the Second Batch of Women Entrepreneurship Development Program (WEDP) in partnership with WEConnect International, Thinkthrough Consulting and Amity University. As a part of our collaboration with Walmart through TTC ACED had organized “THINK BIG ROADSHOW-2017” at Amity Noida Campus on 26th October 2017.

Objectives

The event was a run up event to the Think Big –Women in Business 2017 event to be held in Kingdom of dreams, Gurugram on 13 November 2017. The above series mention event itself will culminate on Global Entrepreneurship summit which will be taking place in Hyderabad in coming month. The Road show has an objective of highlighting the problem and challenges faced by Women entrepreneur in India today. A Panel discussion was held with women entrepreneurs, to discuss their specific journeys and challenges faced by them.

Speakers

Dr. Ranjit Prakash – Think Through Consultancy

Mrs. Samiksha Bajaj – CEO and Co-Founder Samshek

Mrs. Smita Mishra – CEO Fundro

Mr. Aashish Beergi – Co-founder and CEO Mash Projects

Feedback

Entire event was photographed and video-graphed which is available for future record.

Speaker’s Brief Profile and a proceedings of the Inaugural & Panel Discussion

Dr. Ranjit Prakash – Think Through Consultancy

Ranjit Prakash is a Senior Advisor in Thinkthrough Consulting Pvt. Ltd. Ranjit has over 17 years of experience on multidimensional social development issues including child rights, social protection, livelihood linkages, inclusion. He has worked extensively with the national and state Governments, UN, grass root and international level Civil Society Organizations, Trade Unions, and donor organizations. His expertise in the areas of labour rights including Child Labour, Bonded Labour, Forced Labour in supply chain; home based workers; internal migration, vocational skilling, has helped the policy makers and the implementers in piloting innovative interventions and their replication/upscaling in different parts of the country.

Mrs. Samiksha Bajaj – CEO and Co-Founder Samshek

Samiksha Bajaj is a Co-founder/CEO of fashion start-up www.samshek.com. She is qualified with dual degree in MA Fashion Entrepreneurship and Innovation from London College of Fashion, London and MBA in International Business, marketing as specialization from India. After a journey of 8 years in fashion industry, she with her international team launched an international online fashion retail shop in customised western wear in India, UK and the USA.

Samshek is an online retail shop with a premium offering in the ladies-wear fashion market, which allows consumers to choose a chic garment from its designer collection and either order this as shown in the range of standard sizes or customize the chosen item to suit one's size, style, design, fabric or colour --- one's personal clothing preferences and creativity can now be reality, as well as allowing non-standard sized individuals to choose and wear the clothes that at last make them feel fashionable and confident.

Whether the clothes chosen are ready-to-wear or customised to one's own style the purchase price remains the same and all garments are made-to-order and manufactured the same day, allowing the consumer to take delivery of the chosen items anywhere in India between 3 to 5 days, in UK and US in 5 Days from placing an online order.

Mrs. Smita Mishra – CEO Fandoro

Smita Mishra is the Founder and CEO of the social gifting platform Fandoro, which has a unique a gift recommendation algorithm and gift checkout process. It empowers small vendors to leverage technology and e online in a day's time. She is also the CEO and Chief Test Consultant at QAZone Infosystems, which is a software testing organization. She has been a professional tester for over 16 years. She enjoys problem solving and loves to find new solutions to support her customers better. She regularly engages with different forums to assist growth for women in her field and otherwise too.

Mr. Aashish Beergi – Co-founder and CEO Mash Projects

Aashish Beergi is a youth activist and a social entrepreneur based out of New Delhi, India. He is the Co-founder and CEO of MASH Project, a youth-led non-profit organisation, building a global ecosystem for young social entrepreneurs. MASH Project currently has 6 Hubs (chapters) in India and is building a community for social entrepreneurs through events & workshops, aggregating platforms between beneficiaries and resource providers, providing media support to social entrepreneurs and partnering with other key stakeholders.

Aashish has been British Council - Global Changemaker (London), Official Indian Delegate to BRICS Youth Summit (Guwahati), UNESCO Youth Forum (Paris), International Youth Forum – (Seliger, Russia). He was invited to speak at the International Conference on Climate Change organized by The World Youth Foundation in Malaysia. Recently, Ashoka Foundation selected Aashish to participate at Asia Changemakers Exchange held in Singapore in May, 2017. During his college time, he

conceptualized and built a waste management project, which went on to become one of the finest models of decentralized urban waste management in India and got extensively covered in the media and research study for various stakeholders. Microsoft India featured Aashish in their silver anniversary campaign called 'Everyday 25' which highlighted the journeys of 25 exceptional leaders. Aashish is a member of World Economic Forum's Global Shapers New Delhi Hub. He is a SLP (2014) and Changelooms Fellow (2016). He graduated in Business Studies from Jamia Millia Islamia and founded his University's Entrepreneurship Society. During his college, he has organised various youth events like the first International Youth Forum, New Delhi; Rolex Leadership Forum; TEDx Talks and StartUp Weekend among others. He consults Ashoka University's Centre for Entrepreneurship.

Aashish firmly believes in the potential of young people to bring the required change given right kind of support and guidance. He has widely spoken on the areas of youth leadership and social entrepreneurship in over 75 colleges including IITs, Delhi University's colleges, B-Schools and other youth events.

Proceedings at Panel Discussion:

Panel discussion was chaired by Mr. Aashish Beergi, with Mrs Samiksha and Mrs Smita as the two panelists. The discussion started with the discussion on the entrepreneurial journey of the two women entrepreneurs in the panel. They discussed about how they came to the idea of starting the venture. **Samiksha**, is having a fashion brand, where the person can order clothes as per his or her own body shape. She discussed the non availability of right fitting clothes as the main reason and motivation for starting this business. She mentioned the struggle in starting the venture being a women and how she has to do a lot of research while planning for her venture. She mentioned the use of cutting edge technology like full body scanner in her venture as her USP. **Smita** in her story discussed the adaptiveness she needs to work with in her gifting solution venture.

On the specific answer to the question on challenges faced by them, being women both of them were unanimous on rating the non availability of like-minded colleges as the major challenges they faced in their journey. They also mentioned the lack of knowledge about the government scheme as one of the major challenges faced by them. They highlighted the uncertainty as the integral part of any entrepreneurial journey and suggested the right strategy to deal with it. THINK BIG, START SMALL & ACT NOW was the mantra discussed at length during the panel discussion. During the question answer round, student asked them about the procedure of finding the niche for their venture. In answer to that Smita discussed the concept of Minimal viable product with students.

6.2 List of participants with attendance sheet.

Nome.	Designation	Department.
Dr. Luchi Talwar	A.P.	Civil (ASET)
Sanjeev Thakur	Prof.	ASET CSB
Preet Gour	Asst. Manager	Media
Akanksha	Executive	Media
Dr. TANU JAIN	Asst. Professor	AIFT
Dr. Bhawna Sharma	Asst. Professor	ACEF
Sumit Chakraborty	Asst. Director	ACED
Prasanna Choudhary	AP - III	DISS
Dr. Aparna Chandra	AP - II	AIESR.
Ranjit Prakash		
Dr. Ritesh Dwivedi	AP - II	ABS
Shweta Gupta	Research Scholar	AINT
Mahima Sharma	JRF.	AINT
Nandita Shukla	JRF.	AINT.
Annu Mishra	Research Scholar	AINT
Shahin	"	"
Swati Choudhary	"	"
Chaitali Singh	"	"
Dr. Smriti Chopra	Assistant Professor	AIP

Program Schedule:

Day: Thursday, 26th October 2017		
Venue: F-2 Auditorium		
Time: 02:15 – 03:35 pm		
Partners: Thinkthrough Consulting Pvt. Ltd. (TTC)		
Time	Topic	Speaker (s)
02:15 pm - 02:20 pm	Invocation and lamp lighting	Prof.(Dr.) R. Sujatha & Ms. Seema Rawat
02:20 pm – 02:25 pm	Welcome Address by Head ACED	Prof. (Dr.) Neelam Saxena
02:25 pm – 02:35 pm	Blessings by Hon’ble Vice Chancellor, AUUP Subject to confirmation	Prof. (Dr.) Balvinder Shukla
02:35 pm – 02:45 pm	Introduction: About Think Big 2017	Dr. Ranjit Prakash ,TTC
02:45 pm – 03:15 pm	Panel Discussion on Women Entrepreneurship & Sharing Personal Experience	Ms. Samiksha Bajaj, CEO, Samshek Ms. Smita Mishra, CEO, Fandoro Ms. Pooja Jain, CEO, Luxor
	Moderator	Mr. Aashish Beergi, CEO, MASH
03:15 pm – 03:30 pm	Q/A Session	
03:30 pm – 03:35 pm	Vote of Thanks followed by Group Photograph	Prof. (Dr.) Sujata Pandey, (AITEM)
03:35 onwards	Networking Tea	

Photographs.





5.3 ZED awareness program

Date : 21st December 2017

Amity University Uttar Pradesh (AUUP), has a strong association with Quality Council of Indian (QCI) since the launch of Zero Defect Zero Effect (ZED) scheme by Government of India in 2014. The memorandum of understanding with QCI for establishing ZED CELL at Amity University was signed on 8th October 2015. AUUP was one of the pioneer Universities to launch the ZED cell in it's premises. The intention of this Memorandum of Understanding (MoU) was the outline the way in which the two parties will collaborate to create a ZED for implementation of the ZED Maturity Assessment Model. Amity University Amity University has been selected as an organizing partner for fifty ZED industry awareness programs.

The ecosystem around ZED model is calibrated to make aware, assess, rate, counsel, handhold, re-assess & certify MSMEs and ensure that they rise up the ZED ladder, thus enhancing their competitiveness in the global marketplace and making them an important cog in the wheel in the "MAKE-IN-INDIA" campaign. ZED awareness program was held on 21st December 2017 at AUUP. There were 35 participants who attended the session which was of 3 hours . Mr. S.K Manocha a trained trainer in ZED imparted the ZED awareness training to the women entrepreneurs. He

introduced the trainees to ZED scheme of the government and also highlighted the benefits of ZED star ratings and the procedures involved. On the completion of the program the participants were confident about implementing the ZED procedures in their own organization and apply for ZED ratings.



ZED awareness program held on 21st December 2017

ZED awareness program held on 13 January, 2018 at AGBS, Hyderabad

Amity University Uttar Pradesh (AUUP), has a strong association with Quality Council of India (QCI) since the launch of Zero Defect Zero Effect (ZED) scheme by Government of India in 2014. The memorandum of understanding with QCI for establishing ZED CELL at Amity University was signed on 8th October 2015. AUUP was one of the pioneer Universities to launch the ZED cell in its premises. The intention of this Memorandum of Understanding (MoU) was to outline the way in which the two parties will collaborate to create a ZED for implementation of the ZED Maturity Assessment Model. Amity University has been selected as an organizing partner for fifty ZED industry awareness programs. The ecosystem around ZED model is calibrated to make aware, assess, rate, counsel, handhold, re-assess & certify MSMEs and ensure that they rise up the ZED ladder, thus enhancing their competitiveness in the global marketplace and making them an important cog in the wheel in the "MAKE-IN-INDIA" campaign.

ZED awareness program was held on 13 January 2018 at Amity Global Business School Hyderabad. There were 35 participants who attended the session which was of 3 hours. Mr. Ganesh Mahadevan, a trained trainer in ZED, imparted the ZED awareness training to the women entrepreneurs. He introduced the trainees to ZED scheme of the government and also highlighted the benefits of ZED star ratings and the procedures involved.

On the completion of the program the participants were confident about implementing the ZED procedures in their own organization and apply for ZED ratings.

5.4MSME –PROJECTS Appraisal /Date : (April 2018)



Minutes of Meeting:

Minutes of meeting

A meeting with Experts from MSME, Amity Innovation Incubator, Amity Centre for Entrepreneurship Development and Engineering Department of Amity University was held on 4th April 2018 in CRC Lounge, F3, First Floor, AUUP Campus.

The following experts were present

1. Mr. A.K. Ojha, Asst. Director, MSME
2. Mr. Sushantia Chowdhury, Strategic Business Consultant
3. Dr. Neelam Saxena, Head ACED
4. Dr. Anjani Kumar Singh, Professor, ABS
5. Mr. Ojasvi Babbar, GM, Amity Innovation Incubator
6. Mr. Vikas Sood, Entrepreneur in Residence, AII
7. Dr. R. Sujatha, Professor, ABS
8. Mr. Sumit Chaulhan, Asst. Director, ACED
9. Ms. Seema Rawat, Asst. Professor, ASET
10. Dr. Sujata Pandey, Professor, AITEM

Dr. Neelam welcomed and introduced the guests. The following projects were presented.

S.No	Project Title	Name of presenter
1.	A wireless switch module	Ashish Sonakiya and team
2.	PYALI (Heating tumbler)	Akash Bhargava and team
3.	MySpot (Online parking solution)	Vishwajay Rana and Ratun Sethi
4.	Go Play (Sports connecting app)	Akshat and Ajeef
5.	Lafani(clothing line)	Tanishu
6.	Leather and You.com	Anit and Rohit
7.	Recall Ancient Solutions(Cookware)	Ms Asha
8.	Oxygen enhancer	Hardik Gupta

The prospective entrepreneurs gave presentation before the committee. Few questions were asked by the committee members on technology adopted, market status, funding required and target customers. The committee interviewed and found them appropriate for submitting for further consideration by MSME for funding purpose under incubator scheme.

(Mr. A.K. Ojha)

(Mr. Sushantia Chowdhury)

(Dr. Neelam Saxena)

(Mr. Ojasvi Babbar)

(Mr. Vikas Sood)

(Dr. Anjani Kumar)

(Dr. R. Sujatha)

(Mr. Sumit Chaulhan)

(Ms. Seema Rawat)

(Dr. Sujata Pandey)

5.5 MoU Signing ceremony between NATIONAL SMALL INDUSTRIES CORPORATION LIMITED (NSIC) and AMITY UNIVERSITY, UTTAR PRADESH (AUUP)

Title, place (town, country) and date of the MoU Signing program.

An MoU is signed between Amity University, Uttar Pradesh and National Small industries corporation limited (NSIC) on 14th Nov 2017 at Venue: F-3 Seminar Hall, Amity University Uttar Pradesh, Sector-125, NOIDA (NCR), India.

About the ceremony

NSIC-Technical Services Centre ("NSIC-TSC"), one of the technical centers of National Small Industries Corporation, a Government of India Enterprise under the Ministry of MSME, having its registered office at NSIC Bhawan, Okhla Industrial Estate, New Delhi. A MoU is signed to between NSIC-TSC and Amity University, Uttar Pradesh at Amity university campus on 14th Nov, 2017.

Objectives

NSIC-TSC & AUUP are desirous to work together for imparting skill through training program(s) to the trainees (Students) for their welfare and promising future. The said training would facilitate university students for their capacity building to meet the requirement of industry.

Speakers

- **Mr. Satvinder Singh - Chief General Manager (Technology), NSIC**
- **Mr. Ravindra Nath - CMD, NSIC**

Feedback

Entire event was photographed and video graphed which is available for future record.

Speaker's Brief Profile and proceedings of the MoU signing program.

Mr. Satvinder Singh - Chief General Manager (Technology), NSIC

He is presently working as Chief General Manager (Technology) in National Small Industries Corporation (NSIC), which is a Government of India Enterprise engaged in the development of Micro Small & Medium Entrepreneurs in India and sharing experiences with overseas institutions under International Co-operation. Mr. Singh is Mechanical Engineer by profession and a qualified Chartered Engineer from Institution of Engineers. Besides above he is approved Technology Auditor from United Nation Industrial Development Organization (UNIDO).

Mr. Singh having vast experience of more than 24 years in the areas like:

- Monitoring the Technical centers where the training and common facility services rendered to the industries.
- In charge of NSIC Technical Services Center, Okhla where the skill and Incubation training to youths are taking place.
- To carry out the Techno Economic Feasibility studies in different countries
- Supply of projects to different overseas countries on Turnkey basis.

- Export of Small Industrial Projects & Products being manufactured by Indian industries to the different overseas buyers.
- Traveled number of countries and having vast experience in setting up manufacturing projects in different countries.
- Having good knowledge about GCC countries and worked as in charge of NSIC Dubai office for 4 years.

Mr. Satvinder Singh is presently working on the projects as detailed under:

- Supply of Turnkey projects to Senegal.
- Setting up Vocational Training Centers/ Incubation Centers in Ten African countries.
- Setting up Incubation Centre for self-entrepreneurship development in Botswana and Democratic Republic of Congo
- Assigned for setting up Livelihood Business Incubators for entrepreneurship development under ASPIRE scheme of Govt. of India.

Mr. Ravindra Nath - CMD, NSIC

Shri Ravindra Nath is the Chairman and Managing Director of National Small Industries Corporation, a Public Sector organization of Government of India.

Shri Ravindra Nath, besides holding Degree in Commerce, is a qualified Chartered Accountant as a member of ICAI of India. Shri Ravindra Nath has over 36 years of experience in various areas of Finance, Accounts and Management. He has held senior positions of corporate head of finance in public and private sectors. Shri Ravindra Nath has long experience of dealing with various issues pertaining to promotion, development and financing of Micro, Small and Medium Enterprises (MSMEs). Shri Ravindra Nath has been involved in developing new programs implemented through NSIC for development of MSMEs in the country.

Shri Ravindra Nath has also executed various assignments in foreign countries for formulating strategies and policies for the development of MSMEs in those countries.

Shri Ravindra Nath, CMD, NSIC, has been conferred with some of the most prestigious awards by major organizations in India like:

“CMD of the Year Award” for his exemplary role in promotion & development of MSMEs in India;

“CEO with HR Orientation” award by Asia Pacific HRM Congress;

“Amity Corporate Excellence Award” by Leading Business Professional University in India;

In addition, NSIC was also awarded **“ASSOCHAM - ICAI Most Promising Brand Award”** for the year 2015-16 under his dynamic leadership by The Associated Chambers of Commerce and Industry – the leading representatives of Industries in India.

NSIC was also awarded **“ADFIAP AWARD-2016”**, its first International Award, conferred by Association of Developing Financing Institution of Asia & Pacific on NSIC in recognition of its significant contribution for SME development through Raw Material Distribution- Benefit Cost Project for SMEs by providing stable access to inventory of raw materials at most competitive prices.

situation for both partners. She also mentioned the need of such partnership for the student’s skill development. She welcomed Mr. Satvinder and Mr. Ravinder Nath with the saplings.

The gathering was then addressed by Mr. Satvinder Singh. He shared the vision of NSIC briefly and acknowledged the efforts of Amity University in developing the entrepreneurship platforms for students

Proceedings at MoU Signing Program

The program is presided by Honorable VC Maam along with Dr Sanjeev Bansal. Hosted by Dr. Sujata Pandey, the program started with a welcome address by Dr Neelam Saxena, Head ACED. She mentioned the underlying thought behind the planned partnership between Amity University and NSIC. She spoke at-length on the synergies of both the institutions and how this can be a win-win student and society. Thereafter the CMD of NSIC, Mr. Ravinder Nath ji addressed the meeting and highlighted the progress of NSIC in last 10 years. He mentioned the experience of developmental activities in Africa and stressed the need of such activation starting from educational institute level. He mentioned his underlying belief of strong role of educational institute in developing entrepreneurship in a country. He also mentioned about, how the synergies can be developed and harnesses between the Amity University and NSIC partnership. He highlighted the various industrial support and relations that NSIC have and how this can be beneficial for the students of Amity University. His views on the country development were also circulated among the participants of the program through the copy of his speech during the 62nd Annual General Meeting held on 29th September 2017.

The gathering was then addressed by Honorable VC Maam. She acknowledged the support of NSIC and Highlighted the importance of entrepreneurship for the country. He pointed towards the challenging journey of an entrepreneur and how one can be master of his faith through following his dream of becoming an entrepreneur. He briefly mentioned the ways through which Amity university would be harnessing maximum benefit from this partnership between university and NSIC. She mentioned that student who need specific support on various technologies would be given chance to have training in NSIC during their summer training time.

After that at 5:15 pm, the MoU is signed by Mr. B.L Arya (Registrar-Amity University) and Mr. Satvinder Singh (Chief General Manager -Technology), NSIC.

The program was culminated with presenting token of appreciations to various NSIC Guest followed by a high tea in F3 foyer.

Program Schedule

Day: Tuesday, 14th November 2017

Venue: F-3 MDP Room

Time: 4:30 PM -5:05 PM

Time	Topic	Speaker (s)
4:30 pm – 4:35 pm	Welcome & A background of the MoU by Head, ACED	Prof. (Dr.) Neelam Saxena
4:35 pm – 4:40 pm	AUUP perspective of MoU by Dean (FMS) & Director (ABS)	Dr. Sanjeev Bansal
4:40 pm – 4:45 pm	NSIC perspective of MoU by Chief General Manager (Technology), NSIC	Mr. Satvinder Singh
4:45 pm – 4:50 pm	A Global Perspective of the Joint Initiatives between AUUP and NSIC by CMD, NSIC	Mr. Ravindra Nath
4:50 pm - 4:55 pm	AUUP Vision of MoU by Vice-Chancellor, AUUP	Prof. (Dr.) Balvinder Shukla
4:55 pm – 5:00 pm	Signing of MoU	
5:00 pm – 5:05 pm	Vote of Thanks	Prof. (Dr.) Sujata Pandey



5.6 Women Entrepreneurship Development Program powered by Walmart

Date: Noida Campus: Phase 1: Dec 2017 /Phase 2: 22-27 Jan 2018

Hyderabad Campus: 8-16 Jan 2018

Walmart India, the wholly owned subsidiary of Walmart Stores Inc., launched the Second Edition of the Women Entrepreneurship Development Program (WEDP) in the month of September 2017 as Amity University as its educational partner. The program aimed to enhance the participants' skills and capability to be able to build robust and sustainable businesses. The second version of Walmart WEDP 2.0 had double number of participants of the first edition. The program was designed to help women entrepreneurs achieve higher levels of business growth and help make them more competitive and resilient in today's dynamic business environment. For India's growth story to translate into shared prosperity for all of its people, women entrepreneurs required to lay down a strong foundation which will make the eco-system more inclusive. Walmart, Weconnect International, Think Through Consultancy and Amity University Uttar Pradesh came together for moving the needle by doing their part through diversity in the supply chain to help create a pipeline of women suppliers for the industry as well as for Walmart India.

The program was implemented by WEConnect International in partnership with TTC Global and conducted by Amity University in their campus with funding from Walmart. During the program, the WOBs went through capacity building training, mentoring and technical support customized to the needs of their businesses. They were made to rethink on their business model to make it more sustainable. These training modules covered all key areas for better understanding of and running a business – life skills, marketing, finance, business strategy, operations, legal and compliance, social networking and crafting a sustainable business model among others. The women on board (WOBs) was in different product categories located in Andhra Pradesh, Delhi NCR, Maharashtra, Telangana, Karnataka, West Bengal and Uttar Pradesh.

Walmart has an ongoing commitment to empower women around the world and help WOBs succeed and grow.

WEConnect International is a global network that connects women-owned businesses to qualified buyers around the world.

WEConnect International identifies, educates, registers, and certifies women's business enterprises based outside of the U.S. that are at least 51% owned, managed, and controlled by one or more women, and then connects them with multinational corporate buyers. It helps women-owned businesses succeed in global value chains. With a vision to create a world in which women have the same opportunity as their male counterparts to design and implement business solutions that create wealth and ensure the sustainable prosperity of their communities. WEConnect International is leading the overall coordination and conceptualization of the training program, as well as selecting and assessing the needs of the participants. Amity University is customizing the training curriculum as per requirements in addition to training the participants. As a knowledge partner, TTC Global is responsible for identification and selection of high potential WOBs.

Amity University: We believe in a world in which women have the same opportunity as their male counterparts to design and implement business solutions that create wealth and ensure the

sustainable prosperity of their communities. Empowering a women with business acumen develops wealth in the society.

During the nine days of the program that lasted from December 2017 through January 2018, the two groups of women entrepreneurs underwent a structured capacity building training, mentoring and technical support customized to the needs of their businesses and delivered through various formats, including classroom sessions, workshops, field trips, webinars etc. During the program, they were taught a number of aspects of running a business and making it sustainable in addition to life skills, social media marketing, operations, replenishment, logistics, supply chain, product marketing, financial planning and resource management, negotiation skills, developing a sustainable business model among others

The second edition of WEDP which was launched in November 2017. The program received hundreds of applications, from across India, of which 65 women entrepreneurs were selected. They underwent training in professional and soft skills to build robust businesses . Walmart India will now identify WOBs as Walmart India suppliers for their products which can fit their assortment, and the businesses meet all other parameters to becoming a Walmart supplier. This time the list will be declared in the month of March 2018.

List of Participants of Noida Campus is as below:

Sno.	Name Of The Organisation	Name Of the Person
1	Dhrohar	Devhuti Minocha
2	N.Y.Designs	Anubha Gupta
3	Frontier Markets Consulting Pvt Ltd	Ajaita Shah
4	Vanya Fashion Jewellery	Bharti Bisht
5	Fairy Tales Creations	Vandana Batra
6	WINSTAR	Stella Richard
7	SIP AGROPACK Pvt. Ltd.	Surabhi Paliwal
8	Vishwadeep Trust	Neha Upadhyaya
9	DESWAL SOURCING SOLUTIONS	Bhumika Deswal
10	Tranquilitea	Payal Mittal Agarwal
11	Orphic	Tarangini Wadera
12	Ishpure	Nidhi Gupta
13	The Blue Gypsy	Sarita Sirohi
14	A(L) Dr Narayan Lal Patel & (L) Smt Manju Sinha Memorial Trust-Dharohar Hamari Thaathi	Bhawna Chauhan
15	TEXTURE	Mani Agarwal
16	KNB Techserve Private Limited	Mohini Durbha
17	Jade Home Collections	Vandana Astir
18	M/S Pink Lemon	Ms. Dolly Godha
19	Sache Wellness Pvt. Ltd.	Poonam Tiwari
20	Suparna Herbs India Private Limited	Suparna Trikha
21	Samprada	Anuradha Singh
22	Dazzle Collections	Priyanka Khandelwal
23	V.S.Dryfruit Mart	Vimmi Sud
24	Atelier Kabana	Punita Chandra
25	H M ENTERPRISES	Bindiya Rawal
26	Pureatz Foods Private Limited	Megha Khandelwal
27	PICKLE SHICKLE ENTERPRISES	Preetika Chawla

List of participants of Hyderabad Campus is below:

Sno.	Name of Organisation	Name
1	Vihaan Natural Healthcare Pvt.Ltd	Priya Parab
2	Srishti	Debjani Banerjee
3	Science For Society Techno Services Pvt Ltd	Nidhi Pant
4	Omega Electronic Scale Co Ltd.	Nandini Dhake
5	Tisser Rural Handicraft Pvt. Ltd.	Megha Phansalkar
6	Arsya Jewellery	Bela Shah
7	Brewlette Food And Beverages Private Limited	Amreen Kaur J Khurana
8	Angel Industries	Geeta Anant Limaye
9	Aishwarya Jute House	Amulya A Gujjar
10	Rimani Art Creations	Sucheta Inamdar
11	Aalekh Studio	Shruti Vernekar
12	Aesthebio	Shoba Hiremath
13	Erstwhile Designs Pvt Ltd.	Nayantara Kochhar
14	AVA Skin Care Pvt. Ltd.	Prithika Parthasarathy
15	Beauty Life Sciences LLP	Disha A.S.
16	Sri Guru Sai Enterprises	Thejaswini S
17	Sparsh Jewels & Jewels	Rajkumari Bollampally
18	Sidhi Creations	Y.S.R.Rajeshwari
19	Mudra Flexible Printers	Gunnala Padmasree
20	Shreya Enterprises	J. sujatha
21	Anoos Electrolysis & Obesity Pvt. Ltd.	Anuradha Chepyala
22	Inspirations Innovations	Suvarna Sharma Gupta
23	Ind Millet Foods	Madhavi
24	Sri Vijaya Foods	Vijaya Madhavi
25	Gaurav Lederwaren Pvt. Ltd.	Bhavna Belani
26	Urvi Terracotta	Krishnalatha Ankem
27	Crenovation	Durga Padma Latha
28	DM Crafts	Dipali Mehta
29	SURPE handloom and handicrafts	Dr. Sunanda R. Kalakannavar
30	Greens and More	Preeti Sinha
31	Vibha Fashion Wear	Hemalatha R Yadki
32	Myra Events	Rupa Desai
33	Rathi Creations	Rathi Shrinivasan
34	Mahalakshmi Enterprises	Sucheta Acharya
35	KNB Techserve Private Limited	Mohini Durbha
36	U M Creations	Vaishali Upadhye

37	Sasha Fashions	Shama Odugoudar
38	Odan Foods & Beverages Pvt. Ltd	Shanthini Samuel
39	Mita's Thread Bangles	Sushmita Belde
40	Rceall Ancient Solutions	Asha V M
41	SLP Engineers	J.Srinivas Reddy
42	Eco Organics India	K.Padmavathi

Format of the certificate given to the participants:



Some glimpse of the program:



Hyderabad Campus:



6. Events

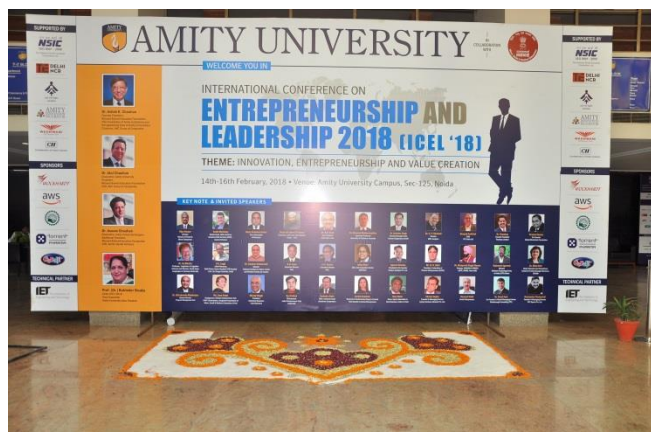
To promote experiential learning of entrepreneurial concepts, ACED promote various events and activity. These events are organized at University, Institute and individual club level throughout the university

CONFERENCES

ACED is an active participant of various conferences on entrepreneurship being organized in Amity as well as non-Amity institutes. In February 2018 an International Conference on Entrepreneurship and Leadership (ICEL) was organized in association with MSME-DI, New Delhi with the support of NSIC, TiE-Delhi NCR, Wadhvani Foundation, NEN, Amity Innovation Incubator, NEISBUD, CII and Amity Innovation Incubator. During the Conference, Plenary sessions by Keynote speakers, Concurrent Sessions, Business Plan Competition, Start-up Exhibition, Women Entrepreneurs Exhibition, Amity leadership/ Entrepreneurial Excellence Award Ceremony, Cultural Programme, Research paper presentations, Student Innovative Design Project competition etc., were held.

The next International Conference on Entrepreneurship, Innovation and Leadership (ICEIL) will be technically co-sponsored by IEEE and shall be organized from 19-21 December 2018.

Some Glimpse of the International Conference on Entrepreneurship and Leadership (ICEL) 2018:









6.1 STARTUP Expo (Part of ICEL 2018)

Dates: 14-16 Feb 2018

**AMITY**
UNIVERSITY

organises

STARTUP EXPO

2018

14-16 February 2018
At Amity University
Sec.125 Noida



STARTUP EXPO, is a mega startup fare, where you can showcase your product or service to the most vibrant group of youth of Delhi NCR.

Who should participate?

- Any Startup with a great product/service, in need of greater youth audience exposure.
- Startups looking for support from Government agencies
- Start-ups seeking VC funding

Advantage for startups/standups:

- Networking with investors and govt. officials
- Showcasing the product/service among youths
- Customer lead and promotion

Eligibility:

- Collegiate: Students of UG / PG Programmes
- Non-Collegiate / Start-Ups / Entrepreneurs
- Team Size: Minimum 1 and maximum 3
- Age Limit: 18 years and above.

Participation Fees :

Corporates / Entrepreneurs	10,000
Research Scholars / Students	5,000

Mode of Payment:
To be paid online at www.amity.edu/aced/startupexpo/ or by DD in favor of 'Amity University Uttar Pradesh' and send to Dr. Neelam Saxena, Head, Amity Centre for Entrepreneurship & development, F-2 Block, Room No.302, Amity University Campus, Sector-125, Noida.

Last Date of Submission:
Start-Up Exhibit Entry
30 January 2018

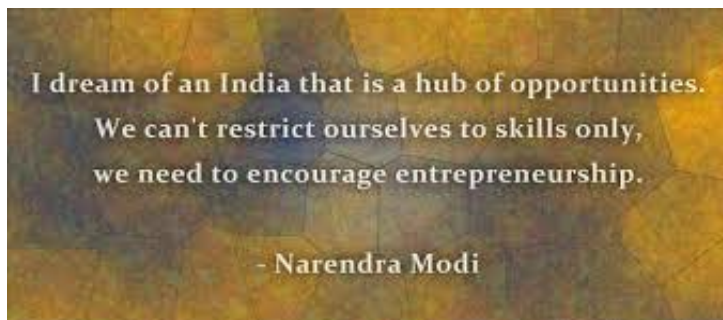
Acceptance Notification:
05 February 2018

TO REGISTER: www.amity.edu/aced/startupexpo

Introduction:

The Global Entrepreneurship Monitor (2013), which includes data of sixty nine countries, posits that “one-third of the differences in economic growth among nations may be due to differences in entrepreneurial activity”. For this reason educational entity, the community, and government have identified entrepreneurs as fundamental in the development of new ventures. In contemporary times, uncertainty about economic stability has been rising. As a result, students are “now faced with a wider variety of employment options, the probability of ending up with a diversity of jobs, more responsibility at work and more stress” which makes

entrepreneurship a more appealing option for future graduates. Entrepreneurship skills provide students with more flexibility in choosing their career. They know that starting their own business at any point in their life is still an option due to economic crisis, downsizing or other events.



Amity University proactively have started promoting entrepreneurship in every part of the university functioning. The vision of Founder president Dr Ashok. k. Chauhan is to create job creators rather than job seekers to support the economy of our country.



"The solution to reduce the unemployability to quite some extent lies in the entrepreneurship. Entrepreneurs are greatly instrumental in creating new job opportunities to the job seeking persons. This not only takes away the frustration and demotivation of such persons looking for a job, but also plays a big role in GDP growth of the nation,"

Dr. Ashok .k. Chauhan

Under this premise, Amity University has organized a startup expo along with the International conference on entrepreneurship and leadership from 14-16th Feb 2018 .The Expo showcased the product and services offered by 30 startups including student, women and established startup companies. The basic intent of the event was to promote and expose our university student with an idea of entrepreneurship.

Participants:

S.no	Team Name	Details
1	Socioteria	Amity Student Startup
2	Orphic Artisan Bakery	Women Entrepreneur
3	THE BLUE GYPSY	Women Entrepreneur
4	SCRIBBLER NOTEBOOKS PRIVATE LIMITED	Amity Student Startup
5	SUPER HIGHWAY LABS PVT LTD	Startup
6	Homestaed	Amity Student Startup
7	Kalpavriksha	Amity Student Startup
8	Dazzle collection	Women Entrepreneur
9	Recall Ancient Solutions	Women Entrepreneur
10	Interns.india.com	Startup
11	Dhyan Foundation	Startup
12	TheHR	Amity Student Startup
13	Dreamview.In	Amity Student Startup
14	Sparsh Jewels & Jewels	Women Entrepreneur
15	Alba decor	Women Entrepreneur
16	The news Geeks	Amity Student Startup
17	Two Digits	Amity Student Startup
18	TEXTURE	Women Entrepreneur
19	Pickbee	Amity Student Startup
20	Glamofasho	Amity Student Startup
21	Youthancer Online Solutions Private Limited	Amity Student Startup
22	Sache Wellness Pvt. Ltd.	Startup
23	BB Bagshop	Women Entrepreneur
24	Guna Organics	Women Entrepreneur
25	Suparna Herbs India Private Limited	Women Entrepreneur
26	Tranquiltea	Women Entrepreneur
27	2.0/Aniders	Amity Student Startup
28	NRDC AMITY IFC	supporting Departments
29	NSIC	supporting Departments
30	AMITY INNOVATION INCUBATOR	Incubator
31	AMITY INNOVATION INCUBATOR	Incubator
32	AMITY INNOVATION INCUBATOR	Incubator
33	MSME	supporting Departments
34	NEN	supporting Departments
35	EMPTY	none

In total 28 startup teams participated in the event. , along with the stalls of supporting institutions like MSME, NRDC-AMITY IFC , NSIC , NEN and Amity Innovation Incubator. The idea is to expose the students and startup with the complete entrepreneurial ecosystem created by Amity University.

The Composition of the teams is as under:

- 12 Amity University startups
- 11 Women entrepreneurs' teams.

- 5 Startups from Outside
- 5 supporting institutions.

Objectives and Outcomes:

1. The Expo Intends to give Amity student startups an exposure of investors and industry specialist .This would help them to improve their offering and test the idea with specialist personnel's. Students will be interacting with investors also and try to arrange funds for their venture.

Outcome: 12 student startup teams participated and showcased their product/service to the students of our university. The teams interacted with many industry/academia personnel's and discussed various opportunities of further growth.

- AIIT Startup TheHR , was able to make contact with various Amity Institutions for providing job openings.
 - Youthancer launched their startup in the event. They were able to touch base 2300 students for enrollment in their website.
 - ANIDERS and 2.0 'had a fruitful meeting with MSME director for funds.
 - MSME Director met all the startups a to discuss the scope of collaborations.
 - Scribble shortlisted the VC for approach, had initial discussion.
 - Dream view was able to crack deal with Amity University for providing designer plant holders.
2. The Expo was visited by respected Dr Amol Chauhan along with Dr Nitin Batra. We had discussion with them for providing support for the student start-ups. A short profile of 10 student startup was shared with them for further discussion.
 3. The Expo will promote the idea of starting the startup among our university students through this event.

Outcome: 10000 + Student visited the expo during the three days of the conference. They interacted with various startups and supporting institutions.

4. Networking with other startups from outside Amity University.

Outcome: A Human resources based startup "Intern –India" participated in the event and discussed various possibilities with various institutions faculties such as ASB and ASET. They have started the collaboration with them for hiring the fresh graduates.

5. To promote women entrepreneurship among the students.

Outcome: 11 women entrepreneurs, from the WEDP program held by ACED were invited for the expo to showcase their startup. Students interacted with them and gained valuable insight on understanding entrepreneurship from a women side.

Best Startup Contest:

Top three startups were selected by a jury on the basis of the relevance, value created and social impact of the startups. The jury for the awards constitutes of:

- Dr Alpana Goel
- Dr S K Niyogi

Annual Report 2017-18

- Dr. Shalini Sharma
- Dr Aditya Tomar

The jury selected following startups for the award:

First Prize: ANIDERS (Amity Student – ASET)

Second Prize: Recall Ancient Solutions (WEDP)

Third Prize: Scribbler notebooks (Amity Alumni)

Some Glimpse of the Event:



6.2 Lakshya 2018 (as a part of ICEL 2018)

Dates: 14-16 Feb 2018



MSME Development Institute,
Okhla, New Delhi
Ministry of Micro,
Small and Medium Enterprises,
Govt. of India



AMITY
UNIVERSITY



LAKSHYA
ALL INDIA INNOVATIVE **2018**
BUSINESS PLAN COMPETITION
14-16 FEBRUARY, 2018

Lakshya is a part of International Conference on Entrepreneurship & Leadership (ICEL) 2018
www.amity.edu/abs/icel2018

STAGES

Phase I: Submission of Registration Form, Executive Summary and Detailed B-Plan along with Fee

Phase II: Inauguration followed by Sectorial Presentations by Shortlisted Participants

Phase III: Workshop, Mentoring & Revision of Business Plans

Phase IV: Final Presentation to the jury and Valedictory cum Prize Distribution Ceremony

REGISTRATION FEE

Students : Rs. 3,000/-
Start Ups : Rs. 5,000/-

HOW TO REGISTER:
<http://www.amity.edu/aced/lakshya2018>

SUPPORTED BY



AMITY
INNOVATION
INCUBATOR

WHO SHOULD PARTICIPATE?

- Any student / start-up with a bright Idea
- Students / start-ups in Family Business who have yet another great Idea

PRIZES

Three prizes will be awarded to best three Business Plans of four different categories (As per Table below).

AWARD CATEGORIES

Prizes	Startup	Amity students	Non-Amity students	Women/ Differently Abled
1st prize worth Rs. 5 Lakh*	1	1	1	1
2nd prize worth Rs. 3 Lakh*	1	1	1	1
3rd prize worth Rs. 2 Lakh*	1	1	1	1

*Corresponding to incubation & seed support at Amity University, Noida, U.P.
(No direct financial support)

Last Date of Submission of Business Plan: 22nd January, 2018

Office of Director MSME Development Institute, Okhla, New Delhi - 110020. Ph: 011-26847223; dcdi-ndelhi@dcmsme.gov.in
Mr. Deep Chand Sahu, Dy. Director, MSME | Ph: 99-711-69440; dcsahu07@gmail.com

For further queries please contact: Amity Centre for Entrepreneurship Development
R.No. 302, Block - F2, Amity University Uttar Pradesh, Sector-125, Noida-201313 | Ph: 01204392340, Mob: 9818998787, 9560866577

About Lakshya :

Lakshya 2018 is a platform to foster diversity and intellectual environment that produces next generation of leaders with innovative approaches.

Lakshya 2018, A National Level Business Plan Competition seeks to teach students at university level the importance of developing high quality business ideas and plans. The competition also seeks to provide them with the resources, not only to write comprehensive, complete and concise business strategies, but to also see those plans come to be realized. The competition also seeks to provide them with the resources, not only to write comprehensive, complete and concise business strategies, but to also see those plans come to be *realized*.

The competition also seeks to provide them (participants) with the resources, not only to write comprehensive, complete and concise business strategies, but to also see those plans come to be realized.

Judges will evaluate the teams as real-world entrepreneurs soliciting start-up funds from early stage investors and venture capital firms.

The judges are asked to rank the presentations based on which company they would most likely invest.

We provide an unparalleled experience for the participants by designing a diverse program over the course of three-days; with significant time designated for feedback and interaction with the judging panel.

All teams will participate and present on all three days

Wednesday: First Round and Feedback Session and Elevator Pitch Competition

Thursday : Group Mentoring and Individual Mentoring Session

Friday : Final Round and Valedictory

Highlights of the Competition include:

- Real-world opportunities to learn what's required to successfully launch a new business
- Chance to receive mentoring from investors and experienced entrepreneurs
- Scheduled opportunities to network with potential venture capitalists and other investors for three days
- High caliber of judges, all senior level investors, entrepreneurs and industry leaders
- Opportunities to receive individual feedback during three separate sessions
- The goal of the Lakshya 2018 is to provide the best overall educational and entrepreneurial experience of any business plan/new venture competition

Outcomes of Business Plan Competition:

1. The greatest outcome of B-Plan competition is the success of student teams forming start-ups.
2. *Lakshya 2018 is a platform for students to firm their business idea and pitch it to jury members.*
3. *Developing entrepreneurial ecosystem in the campus.*
4. *Association and networking with various stakeholders of entrepreneurship education.*

Rationale of conducting Business Plan Competition

Entrepreneurship education in Higher Education Institutions (HIE) is experiential learning and has to be a step-wise (phases wise) done by the following process:

Awareness and Inspiration:	Basic Knowledge:	Intermediate Knowledge:	Practical experience	Real-World Experience
1.E- Talk (My story session by young entrepreneur 1 to 1 and 1/2 hrs Session each every bi - month) 2. Panel Discussion- Opportunities available in different sectors like software, manufacturing communication, infrastructure etc. 3. Options available in finance for a start-up 4. Role play on negotiation-exercise (buyers and sellers view point) 5.Overcoming challenges for a new start-up	1. Lecture Series. -Searching for new avenues 2.7 domains Theory 3. Idea Generation workshop- News paper exercise 4. Opportunity evaluation 5. E-leader Workshops 6. Customer Validation	1. 50 Rs Game plan Project Writing -B-Plan 2. Introducing Sources of Finance 3. Value Proposition Model 4.Business Model & 5. Business Plan	1.(Inter college B-Plan competition 2. Mentorin g on practical aspects 3. Mandi – Bazaar to sell products	1.Summer in start –up. 2. Start of incubator in institute. 3.Launching of Student’s Venture mentoring Program.

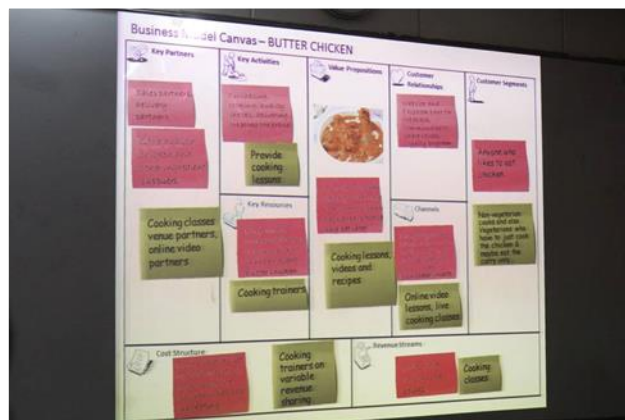
The real world experience can be targeted by Incubator , as ACED doesn't have the resources and also the expertise. the first four stages will be catered for the students by ACED and then the students who are ready with their Idea/ B-Plan be sent to incubator for the next phase.



The Winners :

POSITION	Name	Designation	Name of Business Plan	Address
STARUP CATEGORY				
1	Dr. Kumar Loganathan	Partner	The Elbow Engineers	Vadapalani Chennai
	Gopi Krishna	Partner	The Elbow Engineers	Vadapalani Chennai
2	Asha VM	Partner	Nutricook	Hyderabad
	P. Ravi Kumar Reddy	Partner	Nutricook	Hyderabad
3	Suparna Trikha	Director	Suparna Trikha Herbs Pvt. Ltd	New Delhi
AMITY CATEGORY				
1	Ratan Anmol Sethi	Student(Co-Founder)	My Spot	Sector-44 NOIDA
	Vishwavijay Rana	Co-founder		Sector 44, Noida
	Utkarsh Chauhan	Co-founder		Sector 44, Noida
2	Akshat Arora	Student	www.goplay.org.in	NOIDA
	Afeefullah	Student		NOIDA
3	Megha Lohia	Student	Ruchi Mulethi	Hyderabad
	Priya Lakshmi Behl	Student		Hyderabad
	Vishal Gupta	Student		Hyderabad
NON AMITY				
1	Amit Kumar Gautam	Co-Founder	Nostalgic Leather & You Realtail	Delhi
2	Saga Vadera	Student-Pearl Academy	THE CRAFTS HOTEL	NOIDA
3	Tanisha Garg	Student-Pearl Academy	LA'FANI BY TANISHA	NOIDA

Some glimpse of the Event



6.3 E cell Activations

Entrepreneurship Clubs

Entrepreneurship Club (e-club) – E-Club has been mooted for all the Amity Institutions. It comprises of faculty chairperson, faculty mentors and students (e-leader and e- members). It is a student led and faculty mentored structure.

Activities of E-club include:

- Help students generate creative ideas
- Work on their creative ideas and present it to the faculty coordinator /faculty mentors
- Help shape their ideas into B-Plan
- Once their B-Plan is concrete it will be taken up by ACED for further guidance
- Looking at the potential ACED will help nurture them.

Interaction of ACED with e-club takes place through:

- Guest Lectures.
- Advisory Level for B-Plan.
- Developing Business Ideas.
- Idea Generation workshop.
- Opportunity Evaluation workshop.
- Conduction of 50 Rs. Game Plan.

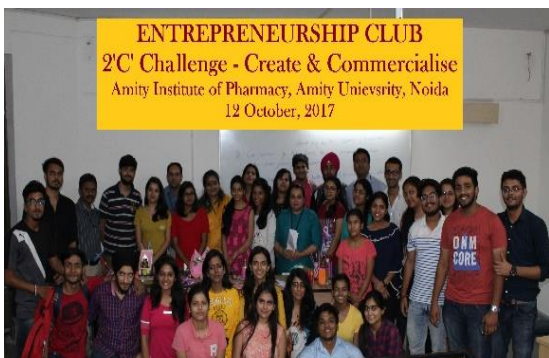
- B-Plan Completion at National and International Level.
- National & International Conferences and seminars –organizing & participating.

Activities done by E Clubs 2017-18 :

S.no	Date	Activity Detail	Status	Remark
1	9/10/2017	Scavenger Hunt	Done	To create innovative out of waste based on concept of Reuse/Reduce/Recycle
2	10/10/2017	SINEW: The Women Entrepreneurial Talk	Done	To motivate and inspire young talent to recognize the strength of women and empower them.
3	10/11/2017	E-Mela	Done	To showcase their entrepreneurial skills through stalls, selling everything from fashion fabric to tasty treats.
4	12/10/2017	The Bidding Wars	Done	A group of 4 members will take part in a Mock IPL auction, the purpose is to test how participants build a team using limited capital and a stipulated combination of players.
5	12/10/2017	Entrepreneur?? Prove yourself.	Done	Participants will be provided with CRISIS situations an entrepreneur face while running a business. Group which will present the best solution to the situation will wins. Team consists of 2-3 students.
6	13/10/2017	Jugaadu Vyapari	Done	Participants in a limited time and limited resources need to showcase their entrepreneurial skills and generate profits.
7	9/5/2017	Student Workshop "Young Minds – Ignition" : By Ayan Bandyopadhyay. (From Amity Incubation Centre)	Done	27 student participated in the event.
8	8/17/2017	Event: Take Make Bech (A test of creativity and selling skills of the participants)	Done	10 teams participated

9	10/1/2017	Young mind :First Class - An interactive session with young entrepreneurs.	Done	3 student entrepreneurs shared their journey
10	10/10/2017	2 C Challenge : Create and Commercialize	Done	20 Team participated
11	21-08-2017	Seminar on GST	Done	None
12	Nov-17	Workshop on Funding for Legal Start ups	Done	None

Photographs of the Activities:





AMITY

AMITY SCHOOL OF BUSINESS

IMPRESARIO

presents

E-WEEK'2017

Empowerment Towards a Better Growth
Synergy and Strategy

October 09 to 13, 2017

J1 Block

EVENTS:

Scavenger Hunt

SINEM: The Women Entrepreneurial Talk

The Bidding Wars

E-Mela

Entrepreneur?? Prove yourself.

Dugaadu Vagari

For Registrations/ Queries:

Karishm Arora: 9711432808

Anagula Mishra: 9910196777

Shubham Yadav: 9999611281

Ashna Singhani: 9719011571

ENTREPRENEURSHIP CLUB

Invites you for participation in the

2'C'CHALLENGE

CREATE

&

COMMERCIALISE

PORTRAY YOUR CREATIVITY

• Maximum 2 students per team

• Basic material for preparation will be provided

• Only material for decoration, glue & scissors has to be brought by the participants

• Registrations :

Start date: Tuesday, October 10, 2017

End date: Wednesday, October 11, 2017 - 4:00 pm

Venue: A Block Basement & seminar hall (1pm - 4pm)

For entries contact student coordinators:

Chandni Sardana: 9580360403

Srishti Aggarwal: 9971901217

Ankita Sharma: 9772662883

Sidhant Jain: 8620882409

For other details contact Faculty coordinators: