

**Amity Centre
For
Entrepreneurship Development
Amity University
Uttar Pradesh**

Annual Report: 2018-19

1. Introduction

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

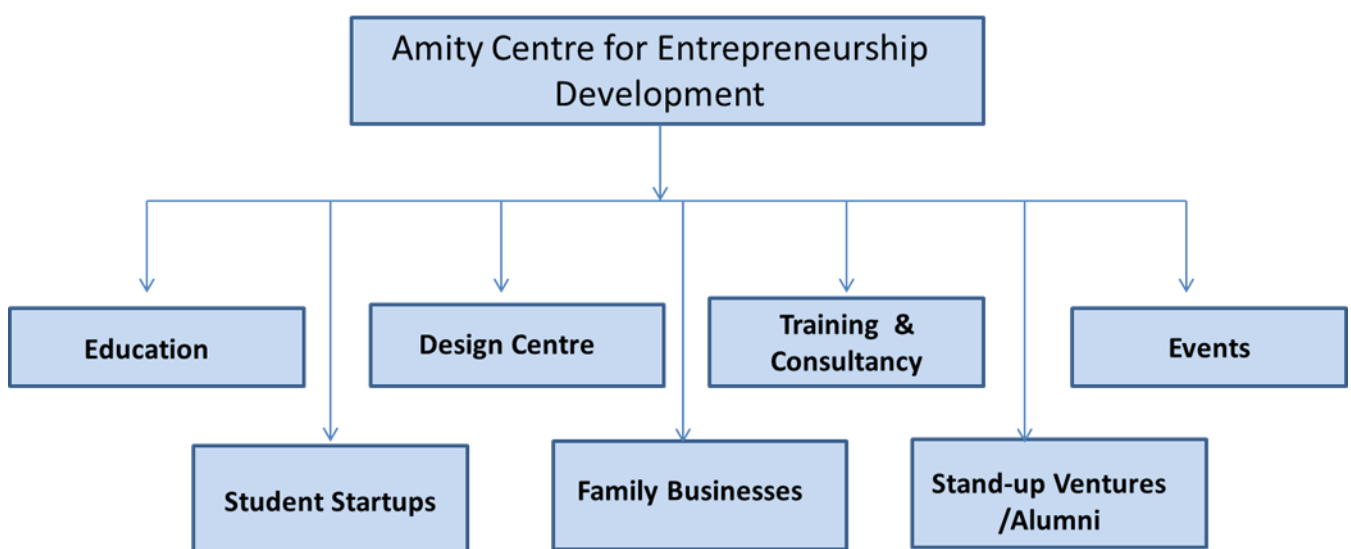
Amity Centre for Entrepreneurship Development (ACED) was mooted in July 2014 with the Mission Statement of providing excellence in undergraduate and post graduate education in the field of Entrepreneurship with a Vision of developing global entrepreneurial mindset citizen, sensitive to professional and 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.

Its domains are primarily education, mentoring, research and innovation and interface with industry. This centre hinges on three pillars education, industry interaction and vibrant e-cell. Entrepreneurship Club (e-club) was meant for all Amity Institutions. It is based on student led and faculty mentored structure.

Under the agies of ACED, Amity Youth Innovation & Entrepreneurship forum has also been set up to cater to Institutional activities.

The major pillars of ACED working are:



1.2 The Team:



Prof. (Dr.) Balvinder Shukla
Vice Chancellor
Professor of Entrepreneurship & Leadership
Amity University Uttar Pradesh



Prof. (Dr.) Neelam Saxena
Professor & Head
Amity Centre For Entrepreneurship Development
Amity University Uttar Pradesh



Prof. Sumit Chauhan
Asst. Director & Asst. Professor
Amity Centre For Entrepreneurship Development
Amity University Uttar Pradesh



Prof. (Dr.) Garima Agarwal
Assistant Professor-II
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 SAAS
2	Prof. (Dr.) Sanjeev Bansal	Professor, Decision Sciences & Management, Dean FMS & Director, Amity Business School (ABS)
3	Prof. (Dr.) Anjani K. Singh	Professor & Head Department of Entrepreneurship ABS
4	Prof. (Dr.) Sanjeev Thakur	Professor Amity School of Engineering & Technology (ASET)
5	Prof. (Dr.) Sujata Pandey	Professor & Head Design Centre ASET
6	Dr. Ritesh Dwivedi	Assistant Professor-Rural Development & Social Entrepreneurship ABS
7	Dr. Seema Rawat	Assistant Professor ASET
8	Dr. Sandeep Bhasin	Associate Professor Marketing & Entrepreneurship AIBS
9	Prof. (Dr.) R. Sujatha	Professor, HR & Entrepreneurship ABS
10	CS Monica Suri	Assistant Professor ALSN

Activities and Achievements: 2018-19

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 Domain Open-Elective courses 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 the following 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. These courses run on blended pedagogies.

Year 2018-19

In the Year 2018-19 following courses were offered as a value added courses to the students of the university.

Semester	Courses Offered	Course Code	Level
Odd	Entrepreneurship General Awareness Camp (EGAC)	ENTR 101	UG
	Entrepreneurship Awareness Camp (EAC)	ENTR 606	PG
	Introduction to Entrepreneurship (IE)	ENTR 201	UG
	Basics of Entrepreneurship (BE)	ENTR 706	PG
	Global Entrepreneurship-I (GE)	ENTR 102	UG
	Advanced Global Entrepreneurship-I (AGE)	ENTR 607	PG
	Entrepreneurship General Awareness Camp (EGAC)	ENTR 101	UG
	Entrepreneurship Awareness Camp (EAC)	ENTR 606	PG
	Introduction to Entrepreneurship	ENTR 201	UG

Even	(IE)		
	Basics of Entrepreneurship (BE)	ENTR 706	PG
	Global Entrepreneurship-I (GE)	ENTR 102	UG
	Advanced Global Entrepreneurship-I (AGE)	ENTR 607	PG

Some Glimpse of the Course:



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



2.2 Aspirational Survey and Their Competency Report

Introduction: Amity University conducts aspirational survey for students of final year, in order to understand their career aspirations. Aspirational Survey is the basic criteria for selecting for analysis of competency. Those students who have opted for Family Business and own venture (from final and pre-final year) are eligible for the following courses:

- Introduction to Entrepreneurship (ENTR 201) - UG
- Basics of Entrepreneurship (ENTR 706) - PG
- Global Entrepreneurship – I (ENTR 102) - UG
- Advanced Global Entrepreneurship – I (ENTR 607) – PG
- Women Entrepreneurship Development Programme (ENTR 315)
- Entrepreneurship Development Programme (ENTR 314)
- Technology Based Entrepreneurship Development Programme (ENTR 316)

This also helps us to plan the curriculum as per the individual requirement of the students. Among various options, students also have an option of choosing own venture as a choice. This highlight the students plan of starting their own venture.

Under this premise, we visit various institutes and meet such student.

Highlight of the program:

- 204 Student met in last 1.5 months, covering Non-FMS institutes.
- 26 Department covered across AUUP
- 53 Startups identified
- In total 91 students recommended for further mentorship
- Strong E-cell network in place
- Meeting with all HOD/HOI of concerned department done.
- Strong support received from all departments.

Status: Institute Wise:

Aspirational Survey : 2019 Batch						
S.no	Department	E CELL Coordinator	Total Students in Aspirational survey (Opted for own Venture)	Student Met	Startups Identified	Recommended Student for University Mentorship Program
1	AIESR	Dr Reena Singh	16	16	6	9
2	ASH	Ayan Basak	14	8	3	8
3	ALSN	Dr Minni Srivastava	77	12	4	6
4	AIFT	Dr Neha Sharma	9	2	0	2
5	ASCO	Ms. Prachi	81	7	5	5
6	AIIT	Dr Sandeep	28	10	4	4
7	ASET	Dr Sanjeev Thakur	76	11	6	7
8	AIIT	Ms Tina	10	0		0
9	ASFT	Ms Neha Arora	41	28	5	6
10	ASFA	Ms Ratan Singh	18	3	2	2
11	ASPESS	Dr Ajit	19	10	2	2
12	AIPS	Dr Rupali	26	7	2	2
13	RICS	Dr Shipra Goel	30	19	1	12
14	ASE	Dr Reena Dogra	8	6	1	2
15	AIP	Dr Ramanpreet	6	4	1	2
16	AICSM	NA	6	2	1	2
17	AIBAS	Dr Isha	11	1	0	0
18	AGBS	NA	0	2	0	1
19	AIB	Dr Needhi	28	6	1	3
20	AISS	Dr Diksha	10	5	1	2
21	ASAP	Varish and Abhay	19	11	0	4
22	AIPT	Jasmine	19	15	0	1
23	ASB	Dr Nidhi	66	2	1	2
24	ABS	Dr R SUJATA	42	15	6	6
25	AIBS	NA	NA	1	1	1
26	AINST	NA	1	1	0	0
Total				204	53	91

Sample Form Used For Start-Ups

AMITY UNIVERSITY
Amity Centre for Entrepreneurship Development
Student Startups - Interaction Form

Name Rishabh Singh Enrolment Number A1909019038
Institution Amity School of Business Programme B. BBA Batch 2018-19
Phone Number 9838323333 Email ID Tishabhayy33@gmail.com

Family Background : Business / Govt Job / Private sector job / Farming / other (specify) _____

Start-up Name Centre for Volunteer Sector Travel

1. Type : Manufacturing / Service / Trading / etc, Other (Specify) _____

2. Team Members (Inside / Outside Amity)

i. Travellers ii. _____ iii. _____

3. Business Idea (Attach additional sheet if required) Business model that can provide jobs & employment to travellers and at the same time creating a model that can represent the culture of that place.

4. Status _____

5. Funding for venture:
☒ Self..... ☐ Family/Friends..... (c) Loan..... (d) other (specify).....

6. Support required from University: BUILDING CONTACTS & PROMOTION
(a) Mentoring..... (b) Business model..... (c) Networking..... (d) Scale up..... (e) Connect with
Funding agencies..... (f) Advice legal services... ☒ Growth Strategy..... (h) Any other
(Specify).....

Date 21/feb/19 Student Signature [Signature]

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Some Glimpses of the meetings:



Aspirational Survey Format**FAMILY BUSINESS**

S No.	Institute	Program Name	Student Name	Batch	Enrolment No.	Survey Type	Organization Name	Sector	State	City	Annual Turnover of Family Business Rs.	No. of Employees
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OWN VENTURE/START-UP

S No.	Institute	Program Name	Student Name	Batch	Enrolment No.	Survey Type	Sector Name	Do you require any help from Amity Centre Entrepreneurship Development (ACED)	Please specify the kind of help that you require
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COMPETENCY REPORT

Competencies of the following institutions have done and few were shared with the Depts.

Institute	Joining Family Business	Want to Start own Venture	Total
Amity Business School	14	50	64
Amity College of Commerce & Finance	22	33	55
Amity Institute for Sanskrit Studies and Research		1	1
Amity Institute of Advanced Legal Studies		4	4
Amity Institute of Advanced Research & Studies (Materials & Devices)			0
Amity Institute of Aerospace Engineering		1	1
Amity Institute of Anthropology			0
Amity Institute of Applied Sciences		10	10
Amity Institute of Behavioural & Allied Science	1	2	3
Amity Institute of Behavioural (Health) & Allied Sciences		9	9
Amity Institute of Biotechnology	1	29	30
Amity Institute of Click Chemistry Research & Studies			0

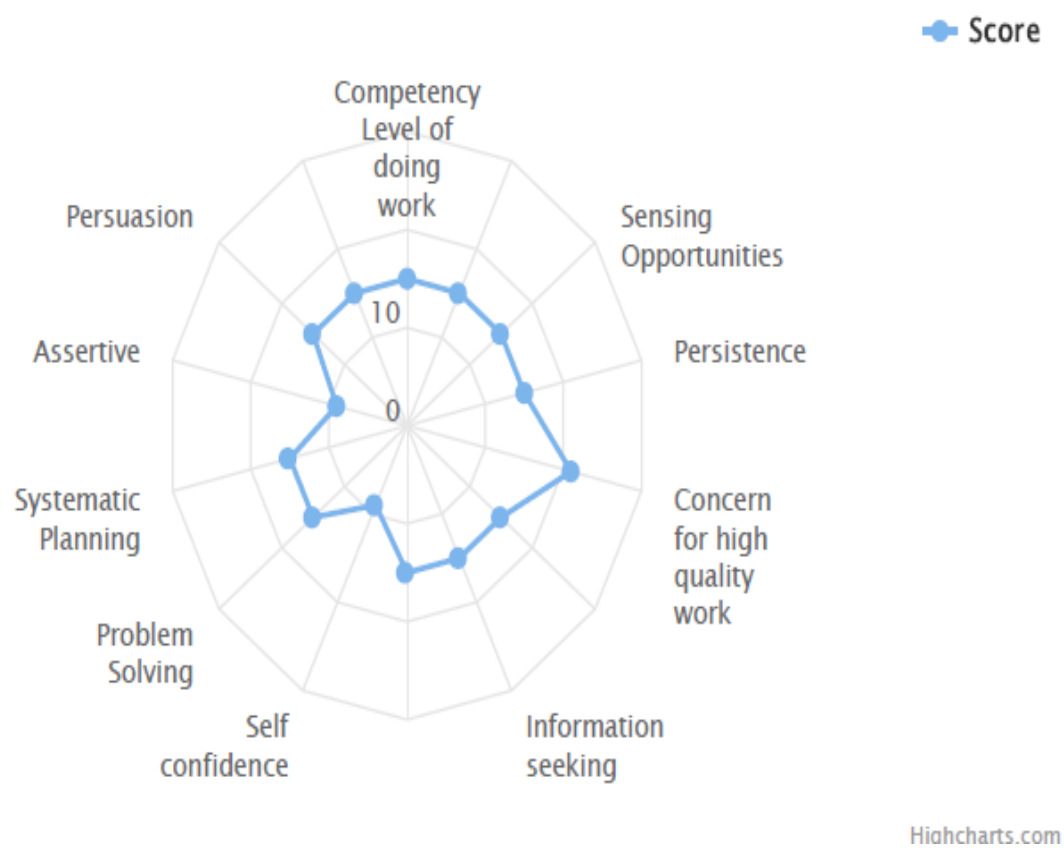
Amity Institute of Competitive Intelligence and Strategic Management	29	6	35
Amity Institute of Education		8	8
Amity Institute of English Studies and Research	8	16	24
Amity Institute of Environmental Sciences		3	3
Amity Institute of Food Technology		9	9
Amity Institute of Forensic Sciences		2	2
Amity Institute of Forestry and Wildlife		3	3
AMITY INSTITUTE OF GEO INFORMATICS & REMOTE SENSING	1	1	2
Amity Institute of Horticulture Studies & Research		1	1
Amity Institute Of Hospital Administration		5	5
Amity Institute of Information Technology	6	31	37
Amity Institute Of International Studies		2	2
Amity Institute of Marine Science and Technology			0
Amity Institute of Microbial Biotechnology			0
Amity Institute of Microbial Technology		6	6
Amity Institute of Molecular Medicine & Stem Cell Research			0
Amity Institute of Nano Technology		5	5
Amity Institute of Neuropsychology & Neurosciences		1	1
Amity Institute of Nuclear Science & Technology	1		1
Amity Institute of Organic Agriculture	3	5	8
Amity Institute of Pharmacy	1	9	10
Amity Institute Of Physiology & Allied Sciences			0
Amity Institute of Physiotherapy	1	20	21
Amity Institute of Psychology & Allied Sciences	3	26	29
Amity Institute Of Public Health		3	3
Amity Institute of Public Policy			0
Amity Institute Of Rehabilitation Sciences	1	2	3
Amity Institute of Renewable & Alternative Energy			0
Amity Institute of Social Sciences	10	13	23
Amity Institute of Space Science & Technology			0
Amity Institute of Telecom Engineering & Mgmt		1	1
Amity Institute of Travel & Tourism	3	10	13
Amity Institute Of Virology & Immunology		2	2
Amity International Business School	40	83	123

Amity Law School, Noida	19	77	96
Amity School of Architecture & Planning	3	19	22
Amity School of Business	61	67	128
Amity School of Communication	12	76	88
Amity School of Design	2	18	20
Amity School of Economics	3	8	11
Amity School of Engineering and Technology	17	80	97
Amity School of Fashion Technology	1	41	42
Amity School of Film & Drama	2	7	9
Amity School of Fine Arts		18	18
Amity School of Foreign Languages	2	6	8
Amity School of Hospitality	4	14	18
Amity School Of Insurance, Banking & Actuarial Science	1	4	5
Amity School of Physical Education & Sports Sciences	5	15	20
CII School of Logistics, Amity University			0
RICS School of Built Environment	6	30	36
Total	283	892	1175

Parameters for analyzing Competency

- Competency Level of doing work
- Initiative
- Sensing Opportunities
- Persistence
- Concern for high quality work
- Commitment to work Contract
- Information seeking
- Efficiency Orientation
- Self confidence
- Problem Solving
- Systematic Planning
- Assertive
- Persuasion
- Use of Influence Strategies

The format of Graph for analyzing Competency



2.3 Startups

ACED, is directly responsible for mentoring such students and provide them all the required support for starting their own startup.

Start-ups identified and mentored in 2018-19

S.no	Name of the start up	Nature of start up	Year of commencement	Contact information of the promoters	Email id	Institute
1	Polaroid Media	Media House	2018-19	Harsh Vardhan, 9997157115	Harsh Vardhan, 9997157115	ABS
2	Arzoo: New generation Electric Vehicle	Manufacturing	2018-19	Shubham Mittal, 9310424151	mittalshubham424151@gmail.com	ALSN
3	Nkush 5 Star Modern Food	Mills/Food and Beverage	2018-19	Ali Khan, 8826272314	ali.aijaz58@gmail.com	ALSN
4	Mapel Catering	Food and Beverage	2018-19	Sanjay Rawat, 9888448262	harsh057@gmail.com	ASH
5	Shapewell Health Equipment	Manufacturing	2018-19	Paras Duggal, 9999196688	parasduggal326@gmail.com	ASH, MBA
6	Vegan99	Food and Beverage	2018-19	Cherub Arora, 9716505022	cherub338@gmail.com	ASH
7	Fabxengineering	Manufacturing	2018-19	Isha Negi, 8375898011	ishanegiiicm53@gmail.com	AIESR
8	Reverie Records	Music	2018-19	Harsh Gupta, 7054665917	hgharsh25@gmail.com	ASCO
9	Myshopprime.com	Retail	2018-19	Nishant Sharma, 9968175235	ns2761999@gmail.com	AIIT
10	E-talk App, Knowledgeemerge.com, Xplicitbyte.com, Silentpoint.com	App, Blog site	2018-19	Knittanam Kaushik, 8638969445	kneettanam.11@gmail.com	AIESR
11	PANGEAUNITEDS	E commerce	2018-19	Zubair, 9910140418/Rohan, 9540354625	rohanp27@gmail.com	AIESR
12	Thepropshop	3d designing of Memorabilia	2018-19	Prish Srivastava, 9818835910	srish0398@gmail.com	AIESR
13	Parfume Fait Maison	Perfume Manufacturing	2018-19	Harmeet Singh Sethi, 9718490893	harmeetingshsethi@gmail.com	AIESR
14	Autofreakster.com	Website	2018-19	Parth, 8800672651	gparth97@gmail.com	ASET
15	Symposium Debates	Skill Enhancement	2018-19	Kshitij Pasricha, 7413011201/Atharva Gaur, 7678245353/Aditya 7678158045	kshitiip@gmail.com	ALSN
16	Utube Vedio Maker-Freelancer	Media	2018-19	Vidhushi, 7408707222	vidhushiyadav.1212@gmail.com	ASCO
17	Enjops	Training	2018-19	Princy Goel, 8586069967	goelprincy20@gmail.com	ABS
18	Cistula Tulipp Pvt Ltd	Tech Agro	2018-19	Shivaz, 9999888011	shivaz@cistulatulipp.com	ALSN
19	D-Kitchen	Food & Beverage Industry	2018-19	Karan Sharma, 9650825725	karansharma9999@gmail.com	AIIT
20	Takshivi	Home saloon service	2018-19	Surangini Sharma, 9582025597	suranginisharma786@gmail.com	ASFA
21	Firangipaani	Fashion Brand	2018-19	Yashi Kamboj, 8800221921	ykamboj96@gmail.com	ASFA
22	Sanya	Painting / Art Retail	2018-19	Sanya, 8800425882	Sanva7agar@gmail.com	AIESR
23	Fashion Photographer	Photography	2018-19	Parth, 9650079879	Parth.batman@gmail.com	ASFT
24	Fashion Stylist	Fashion	2018-19	Yogesh, 8467096907	yogeshsharma20199@gmail.com	ASFT
25	Fashion Stylist	Fashion	2018-19	Chandresh, 7017366120	Chandresh1809@gmail.com	ASFT
26	Galocher Clothing	Fashion	2018-19	Divya, 8826009653	ananddivya98@gmail.com	ASFT
27	HMB Textile	Clothing and Retail	2018-19	Sahil, 8010205656	sahilbothra3@gmail.com	AIP
28	Knackish Malabis	Clothing and Retail	2018-19	Labya Noor, 9654735766	labyanoor704@gmail.com	ASFT
29	GaffarMart	E commerce	2018-19	Rajat Jain, 7011706715	jainrajat468@gmail.com	ASET
30	Harry Foods	Service	2018-19	Siddhant Singhal, 9999802907	siddhantsinghal117@gmail.com	ASET
31	Bonkers over Biryani	F & B	2018-19	Rafay, 9818911787 and Rounak, 9910644927	bonkersoverbiryani@gmail.com	AICSM
32	Makeways Holidays	Travel	2018-19	Ravleen, 9711700285	Ravleen@gmail.com	AIIT 2018 Batch
33	Makewish24x7	Online Retail	2018-19	Ashish Sharma	Ashish@gmail.com	ASET
34	Connet	Software	2018-19	Ashish sonakiya/aditya narula	Ashish sonakiya/aditya narula	ASET
35	Plan My Seen	Event Planning	2018-19	Shiv Suri	ShivSuri@gmail.com	ABS
36	Barfee Events	Event Planning	2018-19	Sonia	Sonia	AIIT
37	Glamofasho digital	Training	2018-19	Harkirat	Harkirat	AIIT
38	Organic Soaps	Organic Products	2018-19	Maanya	Maanya	ABS
39	TR Agro Reaserch	Agriculture	2018-19	Shruti, 9871592421	tragroreaserch@gmail.com	ABS, 2002 Batch
40	Jayant Nagpal Photography	Photography	2018-19	Jayant, 9650249315	jsynt.nagpal41@gmail.com	ASCO
41	LearnLeaf.com	Education	2018-19	Shivendra, 8057843642	khatrolashiven@gmail.com	ASCO
42	SIP Agro Pack	Recycle products	2018-19	Surbhi Paliwal, 9999386710	Surbhip@gmail.com	AIBS, Phd
43	Gurutej Athletics Academy	Sports Training	2018-19	Jasmika Soni, 8780198191	jsoni2392@gmail.com	ASPES
44	Sourav Tomar Badminton Academy	Sports Training	2018-19	Sourav Tomar, 9711445549	Souravtomar1144@gmail.com	ASPES
45	Voobik Enterprises	E commerce	2018-19	Khuwendra, 8700221530	Khuwender09@gmail.com	ASET
46	Greatbox	Social media	2018-19	Pulkit, 7289887498	mpulkit1234@gmail.com	ASCO
47	Adehah	Personal Care	2018-19	Sachit, 9136111222	sachitsareen@gmail.com	AIPS
48	Golden Scissors	Handicraft	2018-19	Himani, 8800933558	himanisingh0611@gmail.com	AIPS
49	InvestoHIND	Trading	2018-19	Navdesh, 8130683921/ Shreyansh, 9811839092	navdesh229@gmail.com	ASB
50	BEE Queen	Fashion	2018-19	Preeti, 9654477662	preetikannapreeti@gmail.com	AIB
51	SKS Institute	Education	2018-19	Sakshi, 9971558230	rjsk1@hotmail.com	ASE
52	Global Pickings	IT solutions	2018-19	Karan, 7976369984	admin@globalpickings.com	AISS
53	RUBIKS	Real Estate	2018-19	Pawan and Team, 6303791771	KPK9reddy9@gmail.com	RICS

Amity Startup Magazine:

Introduction: In order to build an entrepreneurial mind-set in our students and to promote student start-up in university, we are proposing to launch a Bimonthly Start-up Magazine “BALL GAME”. The Magazine is targeted towards our students with following objectives:

- To showcase 6-8 student start-ups in every edition, this will motivate other students to start thinking about entrepreneurship as an alternate career option.
- To share start-up news from around the world, this will keep the students well informed about the various success stories in start-up arena.

Annual Report 2018-19

- To share major news from ACED department.

Nature: Bimonthly

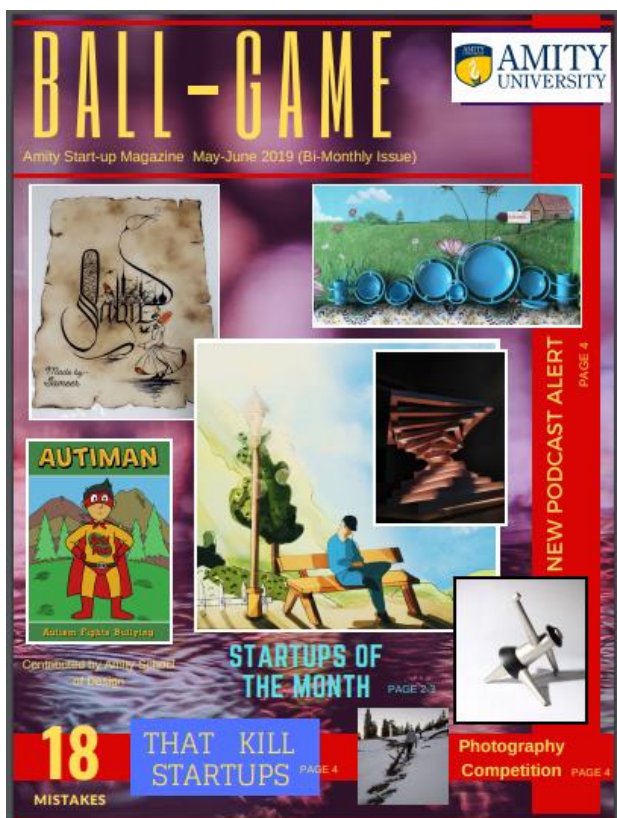
Size: A3, Colour. To be printed in physical as well as digital format.

Costing: To be covered by Print ad in the magazine.

Circulation:

1. We propose to circulate this magazine to all students in physical form.
2. To be kept in Library
3. Copies to all other Amity Institutes HOD/HOI's

Inaugural Issue:



2.4 Family Business: Taking it forward

Session report:

An Eye opener discussion with Mr Naresh Kumar Garg (Director, Precision components)



Stats of the company:

Turnover: 200 cr. (2017-18) / Target Turnover 500 cr. by 2024

Employees: 1170

Four factories, manufacturing and marketing wide range of bathroom fittings & household products such as kitchen sink, aluminium ladders, cloth dryer stand etc. They operate brands like “Pearl”, “Elegant” and “Sparsh”. The Company has a pan India network of around 450 distributors with exports to many countries.

Mr Naresh has started the work in 1985 from a small room and over the last 30 year, he was able to convert it to a big company in the industry. During the discussion three major issues surfaced:

1. Lack of MIS capabilities
2. Capital restructuring issue
3. Diversification clarity

Lack of MIS Capabilities: The business management is still centrally handled by Mr Garg. There is no MIS System in place. Their previous attempt of installing one was a failure. The staff is not much educated and they have only 2 MBA on roll.

Our Advice and direction to the Business/student: We advised him to immediately hire four professionals to take care of major business functions such as marketing, finance, operations etc. an MIS should be installed which can give all the sensitive information to the owner at his fingertip.

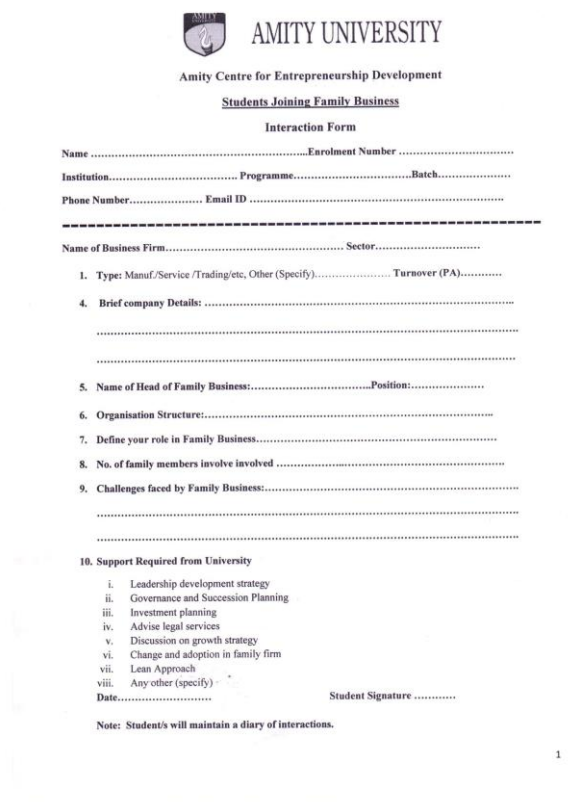
The change management should be taken care off.

Capital Restructuring: Mr Garg is Aversive of taking any kind of loan , we discussed the importance of taking debt in saving the tax and using the cash reserve in expansion or takeover the sick units. The student will be trained in this aspect with special sessions with finance experts.

Diversification Strategy: Mr Garg wants to diversify into related fields , and need our help to finalize the area

Direction to the student: Capital restructuring, MIS and change management are the three field where the student need guidance. We have planned his training programs as per his requirement and will keep on monitoring his progress.

Sample Form Used For Family Business



The form is titled 'AMITY UNIVERSITY' and 'Amity Centre for Entrepreneurship Development'. It is for 'Students Joining Family Business' and is an 'Interaction Form'. It contains fields for Name, Enrolment Number, Institution, Programme, Batch, Phone Number, and Email ID. It also has sections for 'Name of Business Firm', 'Sector', 'Type: Manuf./Service/Trading/etc, Other (Specify)', 'Turnover (PA)', 'Brief company Details', 'Name of Head of Family Business', 'Position', 'Organisation Structure', 'Define your role in Family Business', 'No. of family members involve involved', 'Challenges faced by Family Business', 'Support Required from University' (with sub-points i-viii), 'Date', and 'Student Signature'. A note at the bottom states 'Note: Student's will maintain a diary of interactions.' and the page number '1' is at the bottom right.

3. Programmes

3.1 FDP on Entrepreneurship Development in association with WADHWANI FOUNDATION

Dates: 21st – 29th May 2018

Venue: F3 MDP Room

This 9 Days Faculty Development Programme (FDP), was jointly organized by Amity Centre for Entrepreneurship Development, Noida and Wadhwani Foundation, Bangalore from May 21st, 2018 to May 29th, 2018 at Amity University Noida Campus, completed with the distribution of participation certificates to 23 Participant and academicians from various Institutions / Universities, across country. Total 25 participants enrolled in this programme.

Objective of the program:

FDP was planned with an objective and manner, that the Participants of this programme obtained the knowledge of entrepreneurship and acquired the conceptual clarity amongst enterprise, entrepreneurship and innovation. During the program participants were imbibed and trained, as how can they be transformed from academician to entrepreneurial mindsets with practical knowledge and real time demonstration. The Mentor and team had worked closely during sessions in building kindrances and scaling the entrepreneurship skills. The participants were diligently selected through a rigorous selection process amongst the enthusiastic aspiring academicians and finally 23 participants

were identified and selected on the basis of their keen interest in learning and simultaneously mentoring to the aspiring entrepreneurs.

WF generated a team spirit amongst its participants who were in constant touch with each other during the program, in developing their ideas and hand-holding them through various stages of entrepreneurship learning and development. Individual sessions were planned with participants, 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.

About Wadhvani Foundation

Wadhvani Foundation was founded in 2000 by Silicon Valley based entrepreneur and philanthropist, Dr. Romesh Wadhvani with the primary mission of accelerating economic development in emerging economies through large-scale job creation and job fulfillment. The Foundation is present in Asia, Africa and Latin America operating in association with governments, educational institutes, corporates, mentors, and investors. Its Initiatives are driving job creation and jobs fulfillment through entrepreneurship, skills development and innovation. The flagship Programs are:

Wadhvani foundation provide the end to end solution to the growing entrepreneurs in the form of:

Startup Stage	Funding nomenclature	Funding agencies
Ideation stage	Seed Funding	Self, Friends and Family (Bootstrapped),
Proof of Concept (POC) stage	Angel Funding	Govt. Grants/Schemes, Seed Funds
Proof of Concept / Early Growth	Pre-Series A, Series A	Early stage Funds, Angel networks like Indian Angel Network, Mumbai Angels, Individual angels etc.
Early Growth / Growth	Series A, B, C Private Equity (PE)	Venture Capital (VC) Funds
Growth / Mature		VCS, PEs, Debt Financing

Support from Wadhvani Foundation:

CS Deepak Kumar Khaitan pursued and played proactive role as Mentor in guiding the Participants. Mr. Tiger Ramesh, Mr. Maqsood, Ms. Niharika, Mr. Chandan Kar, Ms. Shruti from Wadhvani Foundation were very proactive throughout the program and committed us theirs continued support on the mentoring and guidance.

It is planned to conduct similar programs to other teams for aspiring them to entrepreneurship, by doing, which is also the Key mantra of our Union Government also.

Visit to Different market places:

During the Program, out of the building activities were conducted to understand the core of entrepreneurship. For that participants visited the mall, road side hawkers and local vendors & done discussion with peer group like (mountaineers, defense personals, handicaps, early office fliers) according to the need of the subject understanding.

Some glimpse of the program:



Outcome:

Launch of a global certificate course for our UG & PG students (2 semester -3 credit)

1. Basics Course in Entrepreneurship from the ideation to MVP.
2. Advance Course in Entrepreneurship from Business Model to Product Market Fit. (For this course, faculty will be groomed in the month of December.)
3. MoU signed between Amity University and Wadhvani Foundation

3.2 Entrepreneurship Day (E-Day) on 30th October 2018 at F-1 Seminar Hall

Amity Centre for Entrepreneurship Development along with Entrepreneurship Development Centre, ASET organized Entrepreneurship Day. The event comprised of the speakers mentioned above who delivered a keynote session to stoke the spirit of entrepreneurship in students to the extent where they seek to become those speakers themselves. The talks were based on the importance of team making,

business plan and things as small as managing time. Students could conclude from the event that it was indeed an exemplary session which imparted them with something that lectures never could.

The second part of the event comprised of women entrepreneurs delivering a keynote session to stoke the spirit of entrepreneurship in students to the extent where they seek to become those speakers themselves. The talks were based on the importance of team making, business plan and things as small as managing time. The speakers highlighted the pragmatic change in the life of entrepreneurs, in the way they started seeing ideas and opportunities just by a change in outlook. They even highlighted the plight of women here where just 160 women have been able to establish a concrete startup due to the prejudices and stereotypes which are one of the hurdles that they made opportunities out of. Students could conclude from the event that it was indeed an exemplary session which imparted them with something that lectures never could.

The Aim of the activity is

1. Foster and inculcate a sense of entrepreneurship in students
2. Establish the concept of Basic Financial and Legal Literacy
3. Give a positive outlook to the concept of 'job givers'
4. Encourage participation of women in entrepreneurship
5. Engage in an interactive session and Q&A
6. Foster and inculcate a sense of entrepreneurship in students

Number of Participants Attended: 200+

Programme Schedule:

Time	Topic
9:15am -- 10:15am	Registrations for The Event
10:20am – 10:25am	Welcome Address by Prof. (Dr) Abhay Bansal Joint Head ASET, HOD (CSE), Director, DICET
10:25am – 10:30am	Welcome Address by Prof. (Dr) Neelam Saxena (Head ACED)
10:30am – 10:35am	Welcome Address by Prof. (Dr) Balvinder Shukla Vice Chancellor, Amity University
10:45am – 12:15am	'It's My Story' – Keynote Speaker Session by Mr. Saurabh Jain, VP Paytm, Head Build for India Initiative Mr. Atul Todi, Founder of 10Times.com Mr. Sudhir Thadani, Director at MetLife Mr. Gagan Ghai, Managing Partner at Venture Catalysts Mr. Manish K. Tyagi, Stand up comedian Mr. Chiraag Kapil, CEO founder Leaf Wearables

	Mr. Vikas Bagaria, CEO & Founder PeeSafe
12:15pm – 1:00pm	High Tea For the Guests
1:15pm -- 2:15pm	‘Women in Leadership’ – Speaker Session by Ms. Aakriti Bhargava, Founder of Boring Brands Ms. Aanchal Saini, Founder at Rent-It-Bae Ms. Surabhi Talwar, founder of Happy Jars Ms. Kanika Tekriwal, Founder at JetSetGo Ms. Bindu Sharma, Co-Founder at VYA Naturals Ms. Sarah Hussain, Zingy Zest Ms. Tripti Singhal, chairperson women entrepreneurship committee
2:15pm	Lunch

Few glimpses of the programme





3.3. CONFERENCE

Amity University Uttar Pradesh (AUUP) has organized **2nd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'18)** on the theme “**Technology, Innovation, Value Creation**” from **19-21 December 2018** at Amity University Campus, Sec-125, Noida. The Conference was supported by TiE Delhi NCR, NSIC, Wadhvani Foundation, Amity Innovation Incubator and technically co-sponsored by IEEE (UP Section). IIT Kanpur, IIIT Allahabad, and Madan Mohan Malviya University, Gorakhpur were the National Academic Partners. United Nations Global Compact Network India was our ‘SDG’ Partner.

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.

Some Glimpses of the Conference:





3.4 Lakshya 2018 – A National Level Business Plan Competition (as a part of ICEIL 2018)

Dates: 19-21 Dec 2018

Venue: F-3, 304 and E-2 Auditorium

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

This B-Plan Competition is a National event that celebrates entrepreneurship and innovation potential in India. Lakshya5.0 allows aspiring entrepreneurs to showcase their business ideas, start-ups, and early stage ventures to compete for Incubation and in-kind Services in the below mentioned phases:

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

Objectives of LAKSHYA 2018 :

- To encourages students to create a unique business and carry the decision-making process through a complete business plan
- The student needs to learn - to speak the language of business, and see the problems from the small business owner's point of view. This is particularly needed to develop the pupils holistically when they are being catered for career development and technical education.
- To enable students to actually experience the operation of a business.
- To motivate students to learn, innovate and nurture the skills of new ventures. Motivation to learn and a sense of individual opportunity are the special outcomes of this competition for a lifelong learning.
- To help serious students access real help

Sectors for B-Plans

- Agriculture& Food Processing
- Energy & Infrastructure
- Retail & Commodity
- Rural Development
- Technology - all sectors

- Social Entrepreneurship –Health care, hygiene, sanitation, nutrition etc.
- Skill Based Business Ventures
- Others

The Jury comprised of successful entrepreneurs, internationally leading mentors on start-ups and venture capitalists, academia and MSME officials.

Prizes: Prizes will be awarded to best three Business Plans of different categories as per following:

Sr. No	Prizes worth	Non-Collegiate	Collegiate Amity	Non-Amity	Women /Differently Abled
1.	1 st Prize worth Rs. 5 Lakh*	1	1	1	1
2.	2 nd Prize worth Rs. 3 Lakh*	1	1	1	
3.	3 rd Prize worth Rs. 2 Lakh*	1	1	1	

The Winners

POSITION	Name	B PLAN Name	UNIVERSITY/COMPANY	NUMBER
STARUP CATEGORY				
1	Rudresh Pati Tripathi	Map My Temple	Fathom Knowledge & Consulting LLP.	7355952142
2	RHEA SHUKLA	Switch	The Switch Pics, 2nd Floor, G-19/5, DLF Phase- I, Gurgaon	8527705663
	Abhishek Kumar			9811281107
3	Ujjwal K Verma	Booknewcars.com	BookNewCars (Starlight Auto Private Limited)	9953778727
	Jatin Thakur			9711393639
AMITY CATEGORY				
1	Aniket Dogra	V'Pair - Vehicle Repair	ASET, Amity University - Noida	9971977932
	Swati Singh			9540857836
2	ADITYA SHANKAR	Smart Battery Management System	Amity Institute of Technology, Amity University, Noida	9899701489
	Aman Singh			9958976943
	Subir Garg			9790724158
3 - Shared Winners	Shubham Singh	ImAI(I'm Artificial	B.Tech (CSE), ASET, Amity University, Noida	9785072636

		Intelligence)		
	Prachi Bhatia	Nakshatra Hula Hoops	Amity University of Biotechnology, Amity University, Noida	8750768905
	Richa Bhatia (Mother)			9814760257
	K. Bhatia (Father)			9001195401

NON AMITY

1	Karan Gandhi	Jhutpat-Hyperlocal for the Common Man & his Business	DAV Public School, Pushpanjali Enclave	8920852072
	Lakshay Chhabra		KIIT World School, Pitampura	9999489754
	Tanmaay Khurana		Apeejay School, Pitampura	9555770001
2	Ranu Agarwal	GoQuicko	University Institute of Engineering and Technology, Panjab University, Chandigarh.	8360189749
	Jashan Singh Oberoi			9888725763
3	Jatin Joshi	Project Sneh	Motilal Nehru College, University of Delhi	9312836003
	Kunal Arora			9654216782
	Palak Garg			8728842715

WOMEN

1	Gitika Bhatia	AarGee Sourcing Pvt. Ltd - Voice to SME Manufactures	AarGee Sourcing Pvt. Ltd	9711459995
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Some glimpses of the Event



3.5 Start-Up Expo (Under ICEIL 2018): 19-21 December 2019

General 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.

Under this premise, Amity University has organized a startup expo along with the 2nd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL'18) on the theme “Technology, Innovation, Value creation” scheduled from 19-21 December 2018 at Amity University Campus, Sec-125, Noida .The Expo showcased the product and services offered by various startups and standup ventures. The basic intent of the event was to promote and expose our university student with an idea of entrepreneurship.

Objectives of the Event :

- Startup /standup/organizations can showcase their innovation /product/service etc. at the expo during the conference.
- Networking opportunities with the government support institutions, venture capitalist. Industry experts and academia.
- The Expo will promote the idea of starting the startup among university students through this event.
- To support the SME'S in providing an opportunity to test their product and get valuable feedback from the customers.
- With 30k Students visitors in the expo, it will provide a great opportunity test market their marketing campaigns.
- The Founders of various startups will get an invaluable opportunity to interact with various agencies like MSME, NSIC, TIE, and NEN, Amity innovation incubator, which will help them to better their offering and add value to their product/service.

Envisaged Vs Achieved Outcomes

S n	Envisaged Outcome	Is the outcome tangible or intangible?*	Achieved Outcome	Remarks, if any
1	Strengthening the startup eco system through involving participating resources and university student in the event.	Tangible	12 student start-up team participate in the event. More than 10k student visited and interacted with the start-ups. A team of 20 Student volunteers interacted and worked with startups.	36 Entrepreneurs participated in the event.
2	To increase the networking among the startups, where they can share their innovative ideas and concepts.	Intangible	A formal whats-app group is formed for sharing of ideas among the entrepreneurs.	Student entrepreneurs gained a lot of knowledge from other startups.
3	To focus on specific sector agriculture.	Tangible	Contacts made with SIP Agro, TR AGRO & Pind-fresh for further collaboration in the field.	
4	To collaborate with various agencies for further growth of Startups in University.	Tangible	All India Confederation of Small & Micro Industries Association participated and detailed discussion done with them.	
5	To provide internship opportunity to our students with various startups.	Tangible	Two students from B.Tech Mechanical handled stall of Pro-	Exploring further options

			India and got the internship offer.	
6	Developing confidence among women entrepreneurs through this event, as 10 women entrepreneurs are participating.	Tangible	12 women Entrepreneurs participated in the Event	

Actionable Progressive Outcomes

Outcomes requiring prolonged monitoring are as under:

S.No.	Envisaged Outcome (a)	Outcome activity yet to be achieved (b)	Is the outcome tangible or intangible?*	Action plan to achieve the Outcome activity described in column “(b)” (c)	Target Date (d)	Responsibility (e)	Remarks, if any (f)
1	To provide internship opportunity to our students with various startups.	To get more internship options for student interested in working in startups	Tangible	To contact all startups and prepare a detailed requirement summary for the internship options	15 th Feb 2019	Sumit Chauhan	
2	To provide collaboration of startups to relevant department in Amity University	Appointment fixed for Shurti from TR agro research with Agricultural department	Tangible	Meeting to be done before 30 th Jan 2019	30 th June 2019	Sumit Chauhan	

Attendance of all the participants

Stall No	Name & Designation	Venture/Organisation Title
1	Piyushi Nagpal	Not Just Cakes
2	Srabhjot singh sandhu	Youthancer
3	Devraj Kumar Talreja	Homestead PG
4	Amit Saha	ProIndia
5	Sushant Singh	Datsme a friend app

6	Anubhav	Zalonin
7	Aisha	Happiness is Homemade
8	Satvik Sacchar	Uttarakhand Rising Treks
9	Rachit Garg	Precision Product
10	Dr. Arshdeep Kaur	DaddySahib
11	Harsh Vardhan	Polaroid Media
12	Shivangi Rastogi	Moro
13	Veer Kohli	Provee
14	Dev Dhankhar	Unexia
15	Tarangini wadera	Orphic Artisan Bakery
16	Amit Tyagi	OnmyTap
17	Jitendra rajora	Boxybite – Happy Healthy Snacks
18	Surbhi	SIP Agro pack
19	Dr M S Basu	jagat pharma
20	Prachi Bhatia	Nakshatra Hula Hoops
21	Srikant Reddy Modugula	GreenSys
22	Sumit Kumar	Aone Web Media
23	Rajbala Bhati	Amarnath
24	Ajay Kumar Poddar	Environics
25	Kapil Kumar	The Local -Market and Kitchen
26	Smriti Nagpal	Atulayakala
27	Iraj	India Go Solar
28	Sheena Oberoi	Star Homz
29	PST	Lion Club
30	Akash Attre	empzilla
31	Shirsanka Saha	IOTIVITY
32	Shruti Jain	TR Agro Research
33	Pawan Gambhir	Getel
34	Sudharshan Sareen	All India Confederation of Small & Micro Industries Association
35	Abhishek Kumar	Switch
36	Rhea Shukla	Switch

Few Glimpses



3.6 Session on “Financial Modelling”

ACED has organized a session on "Financial Modelling" on Thursday, 4th April 2019 at F-2, 204 for students of Family Business, Start ups and those students who have taken entrepreneurship as an elective course. Mr. Ayush Bajaj, A & A Advisory Services, LLP was the Session Speaker.

Some glimpses are:



3.7 Open House @ Amity University

Open House@ Amity University” was organized on 17th & 18th May, 2019 at Amity University Uttar Pradesh. The “Open House @ Amity University” envisages interaction of admission aspirants with the Faculty members, Alumni, Industry Experts and current Students.

ACED Deptt. has organized the Start-Up Expo Exhibition of various Deptts. of Amity University on both days during Open-house@ Amity University with the help of E-Cell Coordinators. The participants showcased their display in the type of prototype/product/poster/slide.

FUN GAMES were also organized for the visitors. Some of those are:

1. Team Game-By demarcated zone one member will guide & another will follow the instructions & reach as early as possible to the goal.
2. Match the logo with tagline in 30 second
3. Write the name of entrepreneurs with their company name in 1 minute
4. Write ABC of entrepreneurship-name, product, tagline, slogan
5. I want to be-put the mask of successful entrepreneurs on face & click.

6. Communication & Team Work- Each player has a card with various symbols on it, and only one of the symbols on their individual card is defined. Without showing their cards to other players, participants have to decode the symbols and reveal the message on their individual cards, using only oral communication. The end result: all players enter a color on a rainbow-colored game board and the whole class wins.”
7. Try your Entrepreneurial Luck by Dart game or moving wheel.

Following students were participated:

S.No.	Name of the student/Team	Name of the Venture	Enrollment No.	Programme Name with batch	Institute	Mode of Display (prototype/ product/ poster (A-3)/slide)
1	Ms. Ritu Jain	Not decided	A2850616013	B.A.(Hons)- Insurance & Banking	ASIBAS	Slide
2	Mr Vedant Mittal	Goplaji Food Products	A0633517010	MBA-CI&SM (Batch 2017-19)	AICISM	Slide
3	Mr Anurag Bansal	Apaar Rugs Pvt Ltd	A0679416009	BBA-BD (Batch: 2016-19)	AICISM	Slide
4	Himangshu Baruah & Team	Hub-In	A4312614060	B.Tech.(Food Tech.)2015-19	AIFT	Poster
5	Mohit Shakya & team	Soy Product Processing Industries	A4312615032	B.Tech.(Food Tech.)2015-19	AIFT	Poster
6	Rishabh Mahajan and Team	Freak eat foods pvt. ltd.	A4312609021	B.Tech.(Food Tech.)2009-13	AIFT	Product
7	Karan Sachdeva	justmyroots.com	A3906416356	BBA(GEN)	ASB	Poster
8	Mr. BC Anant, Ms. saudamni Ms. Madhavi	A.NU for Every Human		BDES.FC &FD	ASFT	Poster
9	Shreya Vashistha	Aura The Closet	A2499017001	M.des(ft)	ASFT	Poster & Product
10	Mr Pranjal Bhatia	Art & Culture	A2180315069	BID(2015-2019)	ASD	A1 Size poster
11	Ms Manjari Arora	Art& Culture	A2180315110	BID(2015-2019)	ASD	A1 Size poster
12	Ms Priya Sharma	Business Plan Interior	A2180315026	BID(2015-2019)	ASD	A1 Size poster

13	Ms Sheetal Verma	Interior Office	A2105014117	BID(2015-2019)	ASD	A1 Size poster
14	Ms Lalita	Luxury lifestyle	A2180315033	BID(2015-2019)	ASD	A1 Size poster
15	Mr.Vibhakar Kumar Dixit	Abhuday	A012034417004	M.A Sanskrit/2017-19	AISSR	Poster
16	Abhijeet Rai	Start-Up --> Mid-day Meals	A0500117004	MBA- Biotechnology (2017-2019)	AIB	Slide
17	Hritik - Aleena	Start-Up --> Agrofarm	A0504417001, A0504417002	B Sc. (Hons) Biotechnology (2017-2020)	AIB	Slide
18	Dhaval Kumar Srivastava	Start-Up --> Aprica (representing people's creativity)	A0523117002	B.tech +M.tech (Biotechnology) Dual (2017-2022)	AIB	Slide
19	Yogesh; Bhasker; Himanshu	Start-Up --> Local Farms	A0504116090, A0504116079, A0504116121	B.tech (Biotechnology) (2016-2020)	AIB	Slide/Model
20	Kritika Thakur	Family Bussiness --> Mutation Diet Clinic	A0504416125	B Sc. (Hons) Biotechnology (2016-2019)	AIB	Poster
21	Akash Bansal	AI monitoring system (not finalized)	A2305115018	2015-19	ASET, ECE	slide
22	C.Jithendra Sagar	AI Health	A12405116013	2016-20	ASET, ECE	slide
23	Ms. Susmita Yesentarao	Eminent Physiotherapy and Rehabilitation Centre Pvt. Ltd.	A1102717001	MPT (2017-19)	AIPT	Slide
24	Karan Chugh	Global Pickings	A6257415072	BA (hons) Political Science 2016-19	AISS	Slides
25	Ravi Nandvani	Rnvn Enterprise	A1308516008	BSW (2016-19)	AISS	Slides
26	Azka Khan	An aspiring entrepreneur	A6257317051	BA (Hons) History 2017-20	AISS	Product (Drawing/paintings)
27	Ravinder Singh	Anything-Everthing (IT company)	A1004816168	BCA 2019	AIIT	Powerpoint presentation with poster

28	Karan Sharma	D Kitchen (Hospitality)	A1004917055	BSc IT 2020	AIIT	Powerpoint presentation with poster
29	Yashi Kamboj	Startup, FIRANGI PAANI	A2505715042		ASFA	Poster
30	Keshav Sharma	Laundry Solutions	A2000417006	MA(MM) 2019	ASCO	Pamphlets and Powerpoint presentation
31	Meghna Arhora	Wise Owl Digital Marketing	A2079815069	BJMC 2018	ASCO	Pamphlets and Powerpoint presentation
32	Danveer Singh	Marketing Venture	A2021313016	MBA (MM)	ASCO	Powerpoint and Pamphlets
33	Tanoo Gupta	PR company	A2034215006	MBA(PR&EM) 2015	ASCO	Powerpoint presentation .
34	Tanushree Chakraborty	Bakeworks co.	A2021313021	MBA (MM)n(2013)	ASCO	Product display and pamphlets
35	Dhriti Nangia	Soap Making	A2034217012	MA(PR&EM)	ASCO	Product Display
36	Jayant Nagpal	Photography	A2079816061	BJMC	ASCO	Powerpoint and video presentation .
37	Rajat Arora	Associated with Dhampur Sugar Mills	A1301805035	MA (MM) (2007)	ASCO	Powerpoint presentation .
38	Anubha Arora	Architecture Design - Community of Artists, mohali	A1904014006	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slide s/Model
39	Divyansh Sikka	Architecture Design - Museum of Knowledge, capital complex, Chadigarh	A1904014016	Bachelor of Architecture(B.Arch) 2014-19	ASAP	A-1 Sheets/Slide s/Model
40	Sunayana Miglani	Architecture Design - Centre ffor Animal Welfare and Veterinary Research, Noida	A1904014033	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slide s/Model
41	Sanyam Chanana	Architecture Design - 5 star hotel cum retail plaza, Rohini, New Delhi	A1904014042	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slide s/Model

42	Jayshnu Gupta	Architecture Design - Multi model water Terminal, Ramnagar, Varanasi	A1904013033	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
43	Shaurya Seth	Architecture Design - Redesigning Central Market, Lajpat Nagar, New Delhi	A1904014052	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
44	Swarnima Madhur	Architecture Design - Assistance centre for Deaf and Mute People, Delhi	A1904014053	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
45	Aayush Bansal	Architecture Design - Mountain resort, Solang valley	A1904014070	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
46	Rishabh Bajaj	Architecture Design - Youth Hostel, Jaipur	A1904014076	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
47	Alisha Singh	Architecture Design - Retreat Centre, Ahmedabad	A1904014078	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
48	Vani Jain	Architecture Design - Developing of Hanuvantiya Tourist complex, Khandwa, MP	A1904014088	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
49	Aatmik vij	Architecture Design - 5 Star Hotel, Pragati Maidan complex, Delhi	A1904014098	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
50	Bhavye Goyal	Architecture Design - Child care Centre for Underprivileged Children, Dwarka, Delhi	A1904014122	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model
51	Aashna Sachdeva	Architecture Design -Luxury Vineyard Resort	A1904014145	Bachelor of Architecture (B.Arch) 2014-19	ASAP	A-1 Sheets/Slides/Model

52	Swati Verma	Architecture Design - To investigate the built typology along the Riverfront of Rishikesh changed due to Tourism	A1988517002	Master of Architecture (M.Arch) 2017-19	ASAP	A-1 Sheets/Slide s/Model
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Glimpses of the programme



4. 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. Entrepreneurship Cell (E-Cell)

ACED is running Entrepreneurship Cell across all the institutions of Amity University Uttar Pradesh. With the help of nominated E-Cell Coordinators from various Institutions, many activities have been conducted like Entrepreneurship skill creation activities, providing information of Govt. policies, reviewing and analyzing the competency of the students and helping in creation of own venture and start-ups.

Apart this, ACED also conducts Entrepreneurship Awareness Session among the students of AUUP time to time.

E Cell Activities

- Organized Intra Institute Level Business Plan Competition titled as “**UMEED-2018**” on 04th October, 2018

This B-Plan Competition is an intra-institute event that celebrates business/entrepreneurship and innovative mindsets among students. Umeed allows aspiring Amity University students to participate and showcase their business ideas & start-ups.

Objectives of UMEED - 2018 :

1. Educate and equip students to craft an innovative business plan
2. Catalyse a culture shift to encourage entrepreneurship
3. Foster entrepreneurship mindset and grassroot innovations
4. Encourage participants to identify, innovate and nurture the skills for new ventures
5. Promote Entrepreneurship among all
6. Make participants learn to speak the language of business and understand the probable challenges
7. Encourage students to participate in National Level Business Plan Competitions.

Phases of UMEED:

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

Phase II: Talk Show by Expert

Phase III: Discussion and Presentation of Business Plan

The event was very fruitful as there was two way communication from both the parties. Well acclaimed professionals were present to speak on various topics.

List of Speakers :

Ms. Raj Bala, a successful entrepreneur at CHIC SKIN

Ms. Vandana Batra at FAIRY TALES CREATION.

Ms. Roshni Baronia a digital entrepreneur, sales strategist and startup enthusiast.

Winners of The Business Plan Competition:

Name	Position
Ritik Agarwal Aleena Ahmad Vighnesh Jha	The Grand 1st Position
Ananya Mahajan Aishwarya Thakur Priya Patra	The Silver 2nd Position
Dhaval Kumar Srivastava Abhijeet Rai	The Bronze 3rd Position

Some glimpses of the event



- E Cell activities run in Institutes – AIB, AIIT, ASAP, AIBAS, ASET and ASB and the Deptts. share their reports semester-wise..

Extra Activities – Prof. (Dr.) Neelam Saxena

- Judge the business plans presented by first year PGDM students in the B-Plan competition at FORE School of Management on 26th October 2018.
- Attended the TiE Global Summit at Hotel Taj Palace, New Delhi on 29-30 November 2018.
- Attended the National Entrepreneurship Award Ceremony at Dr Ambedkar International Centre, Janpath, New Delhi-110001 on 04th January 2019.
- Attended the workshop on Capital Gain Taxation & Exemptions and Taxation of Start-Ups at PHD Chamber, New Delhi on 11th January 2019.
- Had a meeting with the Secretary, Krishi Anusandhan Bhawan-I for KVKs training on 26th February 2019.
- Attended Faculty Development Programme (FDP) on Waste Management and Social Entrepreneurship at Mahatma Gandhi National Council of Rural Education (MGNCRE), Hyderabad on 22nd and 23rd March, 2019.
- Attended Mission: Possible Programme at Hotel Radisson Blu, Mathura Road, Faridabad on 16th April 2019.
- Judge the business plans during the event *IDEATHON-2019* at J.C. Bose University of Science and Technology, YMCA, Faridabad on 23rd April 2019.

Paper Presented & Case Study – Prof. (Dr.) Neelam Saxena

- Chicskin Herbals - An evolving success story of Rajbala Bhati: A Case Study presented by Dr. Ms. Yagbala & Neelam Saxena: ICEIL 2018.
- Seema Rawat; Shivam Jindal ; Ram Shankar Moorti ; Yash Mangal ; Neelam Saxena presented a paper on Change in IT world with the evolution of social media using Big Data, International Conference on Communication, Computing and Internet of Things (IC3IoT), 2018.
- Case Study on ‘An Entrepreneurial Journey: Success Making or Breaking?’ by Ms. Anuja Sehgal and Dr. Neelam Saxena
- Case Study on ‘Suparna Trikha – Touching Hearts with Beauty with a purpose’ by Ms. Anuja Sehgal and Dr. Neelam Saxena.
- Awarded for the paper entitled “Visionary Intrepreneurs for Sustainable Innovation Initiatives in XIVth International Conference on “Business Sustainability in the 21st Century: Managing People, Planet and Profit” held at PHD House, New Delhi on 23rd February 2019.

Research Paper – Prof. Sumit Chauhan

- S Chauhan, M Chauhan & M Mohan (2019). The Theory of Dual comparison. *International Journal of Indian Psychology*, 7(1), 1010-1033. DIP:18.01.116/20190701, DOI:10.25215/0701.116



Case Study & Papers Presented - Dr. Garima Agarwal

- Case Study on SBM “*MERCO Air Conditioning and Refrigeration Engineers*” at IECIL 2018 at Amity University (ABS), Noida.
- Impact of GST on Indian Economy in 2018 at Asia Pacific Institute of Management, New Delhi
- Post implementation effect of GST on Indian Economy at Asia Pacific Institute of Management, New Delhi

Participation at FDP's, Programs and Workshops - National Programs/ Seminars (May 2018 – May 2019) - Dr. Garima Agarwal

- “*Intellectual Property Rights and Its Essentials*” conducted by Cyber IIP Gurugram at Amity University Noida
 - “*Entrepreneurship Facilitator Trainer Development*” by Wadhvani Foundation at Amity University, Noida
 - “*Academic Structures and Systems*” by and at Amity University, Noida
 - “*Developing Women Leadership : A Roadmap to Success*” conducted by WOW Factors India and GlobalCompact Network India at New Delhi
 - “*Entrepreneurship - Driving Employment, Driving Growth*” (As delegate) conducted by TIE Global Summit at New Delhi
 - “*India Internet Unboxed: Getting ready for a 100 Unicorns*”(As delegate)conducted by TIE Global Summit at New Delhi
 - Interactive Session on Banks v/s NBFCs – Funding for MSMEs by PHD Chamber of Commerce and Industry (PHDCCI), New Delhi
 - Workshop on Capital Gain Taxation & Exemptions and Taxation of Start-Ups conducted by : PHD Chamber of Commerce, Delhi
 - Interactive Session on Chai pe Banking with a focus on Start Ups conducted by CII, New Delhi.
- Organized a Plenary session at ICEIL-2018 on the subject “Unlocking Youth Potential : Challenges, approaches and outcome of Campus Entrepreneurship” on 20th December 2018.