



**AMITY CENTRE FOR  
ENTREPRENEURSHIP DEVELOPMENT  
AMITY UNIVERSITY UTTAR PRADESH**

**Annual Report: 2019-20**

## I. INTRODUCTION

### I.I Amity Centre for Entrepreneurship Development (ACED) at a Glance

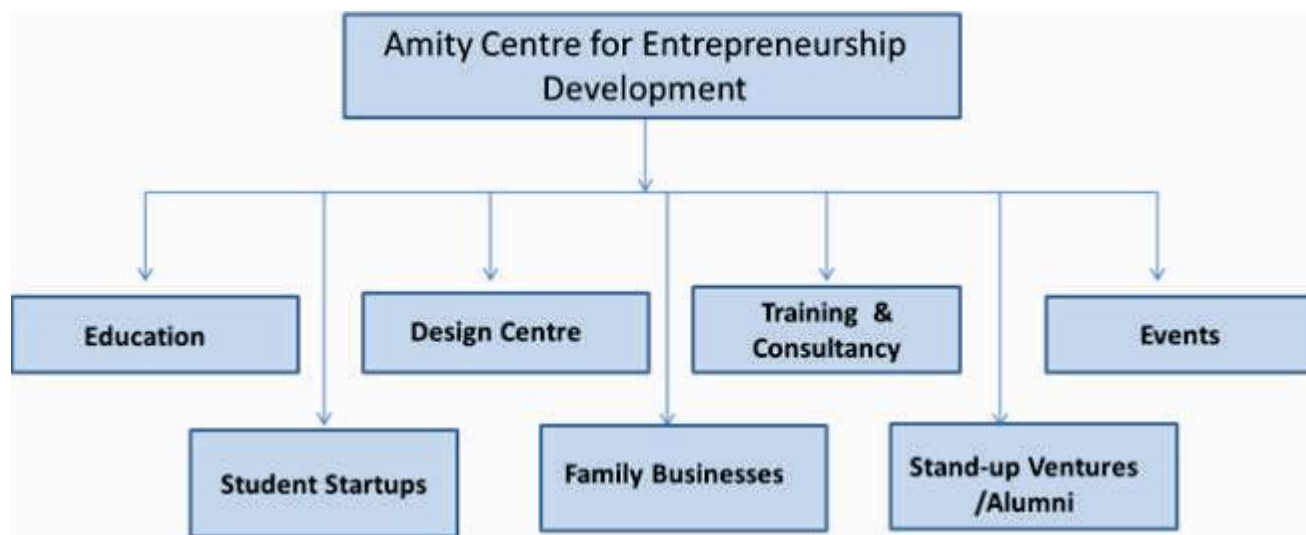
Amity Centre for Entrepreneurship Development (ACED) was mooted in July 2014 with the Mission Statement of providing excellence in undergraduate and post graduate education in the field of Entrepreneurship with a Vision of developing global entrepreneurial mindset citizen, sensitive to professional and 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 aegis of ACED, Amity Youth Innovation & Entrepreneurship forum has also been set up to cater to Institutional activities.

**The major pillars of ACED working are:**



## I.II The Team

	<p><b>Prof. (Dr.) Balvinder Shukla</b> Professor - Entrepreneurship &amp; Leadership Vice Chancellor Amity University Uttar Pradesh</p>
	<p><b>Prof. (Dr.) Neelam Saxena</b> Professor – Entrepreneurship Head, Amity Centre For Entrepreneurship Development Amity University Uttar Pradesh</p>
	<p><b>Prof. (Dr.) Garima Agarwal</b> Assistant Professor Amity Centre For Entrepreneurship Development Amity University Uttar Pradesh</p>

**The other members of Amity Entrepreneurship Team are:**

Sr. No	Faculty Mentors	Designation
1	Prof. (Dr.) Sanjeev Bansal	Professor, Decision Sciences & Management Dean, FMS Director, Amity Business School (ABS) Amity University Uttar Pradesh
2	Prof. (Dr.) Manoj Joshi	Professor Strategy & Entrepreneurship Director, Centre for VUCA Studies Co-Chairman, FRC, FMS Amity University Uttar Pradesh
3	Prof. (Dr.) Anjani K. Singh	Professor & Head Department of Entrepreneurship Amity Business School (ABS) Amity University Uttar Pradesh
4	Prof. (Dr.) Sujata Pandey	Professor & Head Amity Innovation & Design Centre Amity University Uttar Pradesh
5	Prof. (Dr.) Sanjeev Thakur	Professor & HoD – CS&E Department of Computer Science & Engineering Amity School of Engineering & Technology Amity University Uttar Pradesh
6	Dr. Sandeep Bhasin	Associate Professor Marketing & Entrepreneurship Amity International Business School Amity University Uttar Pradesh
7	Dr. Ritesh Dwivedi	Assistant Professor-Rural Development & Social Entrepreneurship Amity Business School (ABS) Amity University Uttar Pradesh

### I.III 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 and grow in Family Business.

#### E-Cell Coordinators from various institutions

No.	Name of the Faculty	Designation	Institution
1	Dr. R. Sujatha	Professor – HR& Entrepreneurship	ABS
2	Dr Nidhi Gupta	Asst. Professor-II	ASB
3	Dr. Jayashree	Asst. Professor-III	ASB
4	Mr. Aryakumar Vikrmaditya	Manager – Industry Interaction Cell	AICISM
5	Dr. Vidhi Tyagi	Asst. Professor	ACCF
6	Ms. Prachi Jain Agarwal	Asst. Professor	ACCF
7	Dr Nitin Arora	Professor	AIBS
8	Ms. Mona Wadwani	Asst. Manager-CRC	ASE
9	Dr K Manivannan	Asst Professor-II	AIHA
10	Mr. Ashish Kumar Kashyap	Asst. Proessor-I	CE-ASET
11	Mr. Shubham Sharma	Asst. Professor-II	ME-ASET
12	Dr. Seema Rawat	Associate Professor	IT-ASET
13	Dr. Pooja Singh	Asst. Professor -II	CSE-ASET
14	Dr. Debjani Ghosh	Asst. Professor -II	CSE-ASET
15	Dr. Anjali Goyal	Asst. Professor-I	CSE-ASET
16	Mr. Mukul Varshney	Asst. Professor	EEE-ASET
17	Ms. Richa Sharma	Asst. Professor-II	ECE-ASET

18	Dr. Vivek Mishra	Asst. Professor II	AICCRS
19	Dr. Anna Nath Ganguly	Asst. Proessor-I	AISS
20	Dr. Manoj Chandra Garg	Asst. Professor-I	AIES
21	Dr. Ashima Singh	Asst. Professor-III	ASCO
22	Dr. Simple Kumar	Lecturer	AIHSR
23	Dr. Prakash Kumar	Asst. Professor-III	AIOT
24	Dr.Divya Agarwal	Asst. Professor-III	AIAS
25	Dr.Sonal Chauhan	Asst. Professor-II	AIAS
26	Dr. Prachi Singhal	Asst. Professor-I	AIAS
27	Dr Smriti Malhotra	Asst. Professor	AIE
28	Dr. Amit C Kharkwal	Dy. Dir and Assoc. Prof	AIMT
29	Dr. Reena Singh	Asst. Professor-III	AIESR
30	Dr. Devendra Nath Ojha	Asst Professor I	AISSR
31	Dr.Dhruv Kumar	Assoc. Professor	AIMMSCR
32	Dr. Neha Sharma	Assoc. Professor	AIFT
33	Dr. Avneet Kaur	Asst. Professor	AIPP
34	Dr. Gurpreet Singh Saini	Asst. Professor-II	AIT
35	CS Monica Suri	Asst.Professor	ALSN
36	Prof.Nidhee Chaudhary	Professor	AIB
37	Dr. Sanjeev Kumar	Asst.Professor	AIB
38	Dr. Rajeev Kumar	Asst.Professor	AIB
39	Dr. Smriti Shrivastava	Asst.Professor	AIB

40	Dr. Reshma Rani	Asst.Professor	AIB
41	Dr. Surabhi Soni	Asst.Professor	AIB
42	Dr. Sonali Dubey	Asst.Professor	AIB
43	Mr. Vishal Patel	Asst.Professor	AIB
44	Dr. Debarati Paul	Asst.Professor	AIB
45	Dr. Suparna Patowary	Asst.Professor	AIB
46	Dr. Rajesh Jangade	Asst.Professor	AIB
47	Dr. Prabhanshu Kumar	Asst.Professor	AIB
48	Ms. Isha Gupta	Asst. Professor	AIBAS
49	Dr. Sunny Dhir	Asst. Professor	AIVI
50	Dr. Robin Kumar	Asst.Professor	AINT
51	Dr. Jyoti Singh	Asst.Professor-III	AIFS
52	Dr. Smitha MS	Asst. Professor	AIMB
53	Ms Neetu Gupta	Asst. Professor-II	AIIT
54	Varish Vijay Panchal	Asst. Professor	ASAP
55	Mr. Ayan Basak	Asst Professor-II	ASH
56	Dr. Sofia P. Das	Asst. Professor	AIMST
57	Ms. Nidhi Jain Mishra	Manager -CRC	ASFT
58	Mr Ratan Singh	Asst.Professor	ASFA
59	Dr. Usha Sharma	Asst.Professor-I	AIPS
60	Ms. Sarika Kapoor	Asst. Professor (German)	ASFL
61	Dr. Jasmine Kaur Chawla	Asst. Professor-I	AIPT

62	Dr. Ramanpreet Walia	Associate Professor	AIP
63	Nitesh Chauhan	Sr. Manager - CRC	AIP
64	Dr Sudhir Nadda	Asst. Professor	AISST
65	Dr. Parikshit Sharma	Asst. Professor	AITT
66	Dr. Tulika Rohatgi	Asst. Professor	ASD
67	Dr. Archana Chaturvedi	Asst. Professor	ASD
68	Mr. Anuj Srivastava	Asst. Professor	AIRS
69	Dr. Ajit	Asst. Professor	ASPESS
70	Dr. Sneha Chawla	Asst. Professor	AIOA

## II. ACADEMICS

### II.I Education

#### 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.

#### 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 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. These courses run on blended pedagogies.

### Year 2019-20

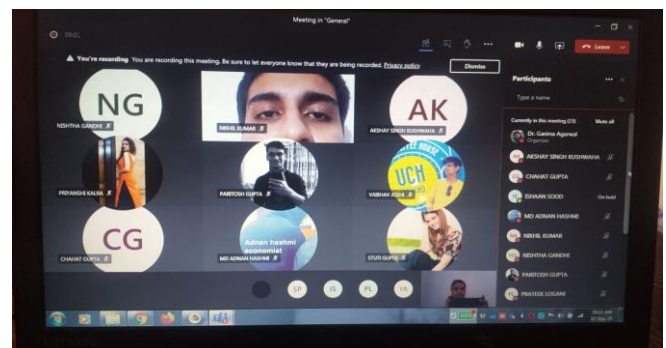
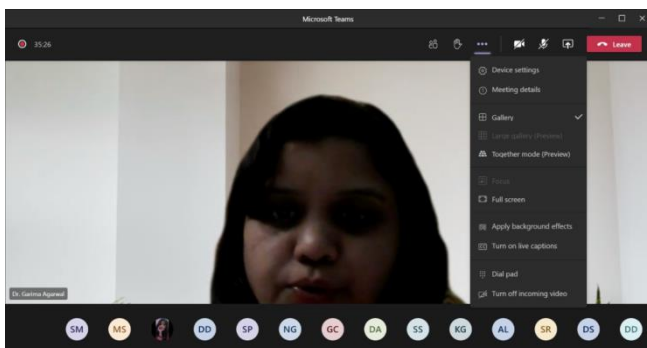
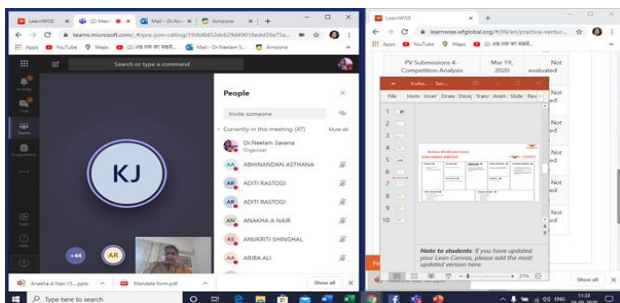
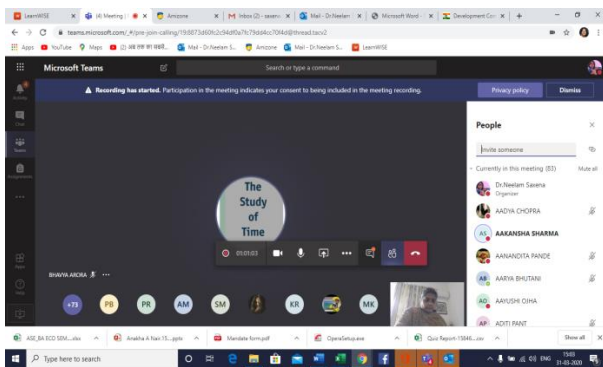
In the Year 2019-20 following courses were offered as a value added courses to the students of the university.

Semester	Courses Offered	Course Code	Level	Students Taught
<b>Odd</b>	Entrepreneurship General Awareness Camp (EGAC)	ENTR 101	UG	17
	Entrepreneurship Awareness Camp (EAC)	ENTR 606	PG	136
	Introduction to Entrepreneurship (IE)	ENTR 201	UG	43
	Global Entrepreneurship-I (GE)	ENTR 102	UG	273
	Advanced Global Entrepreneurship-I (AGE)	ENTR 607	PG	10
<b>Even</b>	Entrepreneurship General Awareness Camp (EGAC)	ENTR 101	UG	02
	Entrepreneurship Awareness Camp (EAC)	ENTR 606	PG	677
	Introduction to Entrepreneurship (IE)	ENTR201	UG	37
	Basics of Entrepreneurship (BE)	ENTR 706	PG	82
	Global Entrepreneurship-I (GE)	ENTR 102	UG	156
	Advanced Global Entrepreneurship-I (AGE)	ENTR 607	PG	71

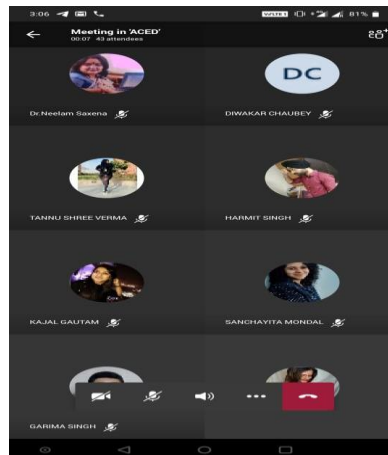
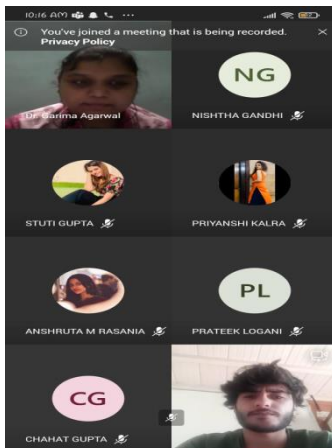
### Few Glimpses of the classes taken (offline/online)



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## II.II Rubrics

The Outcome Assessment through Rubrics for Employability, Enterprise and Entrepreneurship (Part-B of Entrepreneurial Skill); ENTR 316 course of all UG and PG programmes of Amity University have been conducted. The outgoing students were assessed based on this.

The following board was created (institution-wise) to conduct this assessment :

- Entrepreneurship Skills Educator
- 1 E-cell member
- 1 Programme Coordinator/Leader from each Institution

Scoring Rubric for Employability, Enterprise and Entrepreneurship

**Part B) RUBRICS FOR ASSESSMENT: Entrepreneurial Skill**

**ASSESSMENT PARAMETERS:**

1. Idea Generation
2. Opportunity Evaluation
3. Creativity & Innovation
4. Feasibility & Sustainability
5. Entrepreneurial Intent & Outcome

**SCORING:**

Level	Description
Excellent (5)	Characterizes a student performance as not only any of the desired target activity
Good (4)	Characterizes a student performance that indicates some effective and targeted activity
Developing (3)	Characterizes a student performance that indicates some indication of the desired target activity
Meets expectations (2)	Indicates student performance that indicates the minimal level of ability expected
Predictive (1)	Indicates student performance that indicates a minimum level of ability expected

**TOOLS USED FOR ASSESSMENT:**

- Start-up Vision/ Business Registration/Start-up
- Business plan of a Start-up idea
- Business Idea/ Business Plan for Family business diversification
- Technology & Design Project
- Characteristics/ Value Proposition

**COMPOSITION OF ASSESSMENT BOARD:**

- Entrepreneurship Skills Educator
- 1 E-cell member
- 1 Programme Coordinator/Leader from each Institution

**SCORE SHEET: INDIVIDUAL**

If the student score between	Outcome Assessment: Level
40-50	Not Satisfactory
51-60	Satisfactory
61-70	Good
71-80	Excellent

**SCORE SHEET: PROGRAMME BATCH**

Outcome Assessment: Level	Percentage of Students
Not Satisfactory	
Satisfactory	
Good	
Excellent	

Parameters/Assessment Criteria	Excellent (5)	Good (4)	Developing (3)	Meets Expectations (2)	Predictive (1)	Score
1. Idea Generation	Identifying knowledge from variety of disciplines, sources or fields in order to develop innovative ideas through in current or future situation.	Acquiring knowledge from other fields or disciplines, sources or fields, presenting the development of innovative ideas.	Acquiring knowledge from other fields or disciplines, sources or fields, presenting the development of innovative ideas.	Acquiring knowledge from other fields or disciplines, sources or fields, presenting the development of innovative ideas.	Acquiring knowledge from other fields or disciplines, sources or fields, presenting the development of innovative ideas.	
2. Opportunity Evaluation	Identify key issue and converts it to a problem statement for the business opportunity.	Does not show comprehension of the situation to be able to identify issue.	Does not show comprehension of the situation to be able to identify issue.	Does not show comprehension of the situation to be able to identify issue.	Does not show comprehension of the situation to be able to identify issue.	
3. Creativity & Innovation	Analysing an existing environment and identifying areas for improvement of problem statement.	The analysis of the environment was limited and areas for improvement were not identified.	The analysis of the environment was limited and areas for improvement were not identified.	The analysis of the environment was limited and areas for improvement were not identified.	The analysis of the environment was limited and areas for improvement were not identified.	
4. Feasibility & Sustainability	Developing ability to identify and evaluate information regarding time, market and team.	Developing ability to identify and evaluate information regarding time, market and team.	Developing ability to identify and evaluate information regarding time, market and team.	Developing ability to identify and evaluate information regarding time, market and team.	Developing ability to identify and evaluate information regarding time, market and team.	

Parameters/Assessment Criteria	Excellent (5)	Good (4)	Developing (3)	Meets Expectations (2)	Predictive (1)	Score
5. Entrepreneurial Intent & Outcome	Considering who is going to be benefited by the innovation and in what way (if market Potential/Target audience).	Identify who is going to be benefited by the innovation and in what way (if market Potential/Target audience).	Identify who is going to be benefited by the innovation and in what way (if market Potential/Target audience).	Identify who is going to be benefited by the innovation and in what way (if market Potential/Target audience).	Identify who is going to be benefited by the innovation and in what way (if market Potential/Target audience).	
6. Opportunity Evaluation	How are the benefits/costs of the proposed solution superior to the Competitor?	No competitor identified and no benefits/costs of each are quantified and explained in specific language.	No competitor identified and no benefits/costs of each are quantified and explained in specific language.	No competitor identified and no benefits/costs of each are quantified and explained in specific language.	No competitor identified and no benefits/costs of each are quantified and explained in specific language.	
7. Creativity & Innovation	Analysing innovation: technology, risk and benefits: Feasibility & Sustainability.	Does not think about the innovation: technology, risk and benefits: Feasibility & Sustainability.	Does not think about the innovation: technology, risk and benefits: Feasibility & Sustainability.	Does not think about the innovation: technology, risk and benefits: Feasibility & Sustainability.	Does not think about the innovation: technology, risk and benefits: Feasibility & Sustainability.	
8. Feasibility & Sustainability	Entrepreneurial intent and outcome.	Individual is not able to develop a business plan for a start-up idea with a family business diversification.	Individual is not able to develop a business plan for a start-up idea with a family business diversification.	Individual is not able to develop a business plan for a start-up idea with a family business diversification.	Individual is not able to develop a business plan for a start-up idea with a family business diversification.	

## II.III 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:

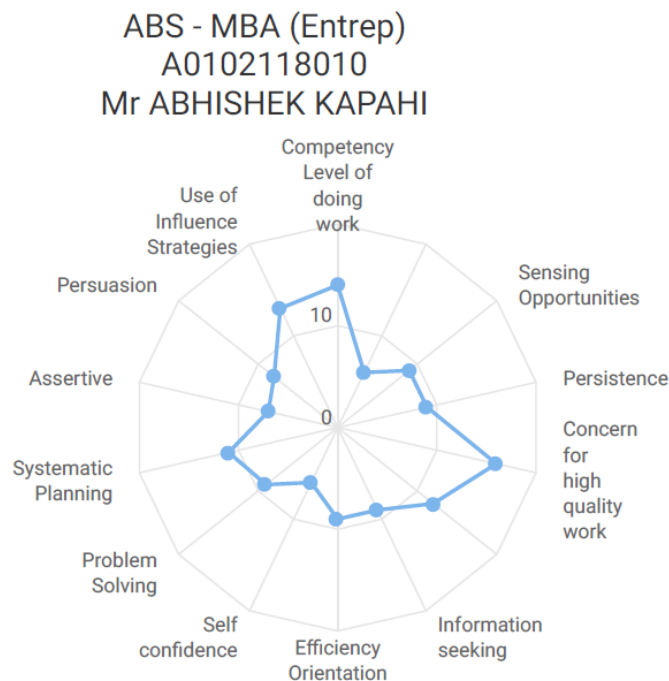
- Introduction to Entrepreneurship (ENTR 201) - UG
- Basics of Entrepreneurship (ENTR 706) - PG
- Global Entrepreneurship – I (ENTR 102) – UG
- Global Entrepreneurship-II (ENTR 202) – UG
- Advanced Global Entrepreneurship – I (ENTR 607) – UG
- Advanced Global Entrepreneurship-II (ENTR 707) - PG

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.

## Competency Report

Amity Centre For Entrepreneurship Development (ACED), AUUP conducts competency analysis of students who have chosen to join family business through their Aspirational Survey. The students are then analysed and various interventions to enhance the skill is advised and organized.

Example of Competency analysis:



## 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

## II.IV Support for Students Start-ups / Family Business (2019-20)

The students who aspire to start their own venture / joining family business (NON-FMS) are being mentored by team from Amity Centre for Entrepreneurship Development (ACED). On-line meetings are scheduled with students for start-up/family Business with different institutions. The students were addressed and individually mentored by ACED team (Dr. Neelam Saxena & Dr. Garima Agarwal) along with HOD, PL, Faculty Coordinator and E-Cell Coordinator. The students are being guided for their business ideas/plans.

Nos. of student supported for Own Venture / Family Business :

Own Venture (1997) & Family Business (39)

### (a) Mentoring Meeting with Students ( who wants to start their own venture / joining Family Business):

Developing the mindset, up scaling the skills, Guiding & mentoring the students is our main focus area for the Lockdown period. As the students are with family so they can have the healthy discussions with the family members regarding the future plans .As the academic mentor we targeted the students by two categories and organized virtual meetings with various institutions students (concerned PL, E-Cell Coordinator, Innovation Mentor, Hol and ACED Team)

- First category is who had shown the interest in their own venture & family business. By the discussion we worked to understand their mindset that at which stage they stand (Idea, prototype, MVP or commercialization). If any student is facing issue at any stage we handhold them.
- Second category is of those students who are willing to understand the various aspects of entrepreneurship and willing to work in their own areas of expertise. For them we had broad discussion on product planning, design thinking, business plan modeling.



S.No.	Meeting Conducted Date	Deptt. Name	Total Number of students	
			Start-up	Family Business
1	27.3.2020 (Two meetings conducted in a day)	Amity Institute of Social Sciences (AISS)	52	-
2	31.3.2020 and 23.4.2020	Amity Institute of Applied Sciences (AIAS)	25	1
3	3.4.2020	Amity School of Design (ASD)	48	-
4	6.4.2020	Amity Institute of Food Technology (AIFT)	16	-
5	7.4.2020	Hon'ble Vice-Chancellor, AUUP has chaired the virtual meeting on 10:00 am and briefed E-Cell Coordinators of all institutions of AUUP about the students progression in the area of startup and family business, planning and execution of entrepreneurship development amongst the students.		
6	7.4.2020 (Conducted meeting with ASET (ME) & 1.5.2020 with ASET (CS)	Amity School of Engineering & Technology (ASET)	177	2
7	7.4.2020	Amity Institute of English Studies & Research (AIESR)	33	-
8	8.4.2020	Amity Institute of International Studies (AIIS)	15	-
9	8.4.2020	Amity School of Foreign Languages (ASFL)	13	1
10	9.4.2020	Amity Institute of Travel & Tourism (AITT)	32	1
11	9.4.2020	Amity Institute of Pharmacy (AIP)	23	-


12	10.4.2020	Amity Institute of Microbial Technology (AIMT)	09	-
13	13.4.2020	Amity Institute of Nanotechnology (AINT)	08	-
14	13.4.2020 and 15.4.2020	Amity Institute of Information Technology (AIIT)	60	01
15	14.4.2020	Amity Institute of Hospital Administration (AIHA)	04	-
16	15.4.2020	Amity Institute of Biotechnology (AIB)	45	-
17	16.4.2020	Amity Institute of Physiotherapy (AIPT)	53	-
18	20.4.2020	Amity Institute of Behavioural and Allied Sciences (AIBAS)	03	-
19	20.4.2020	Amity School of Hospitality (ASH)	54	-
20	20.4.2020	Amity Institute of Organic Agriculture (AIOA)	34	-
21	21.4.2020	Amity School of Fine Arts (ASFA)	39	-
22	22.4.2020	Amity Institute of Neuropsychology and Neurosciences (AINN)	03	-
23	24.4.2020	Amity Institute of Technology (AIT)	10	-
24	24.4.2020	Amity School of Economics (ASE)	20	-
25	27.4.2020	Amity Institute of Psychology and Allied Sciences (AIPS)	79	-

26	28.4.2020	Amity Institute of Virology & Immunology (AIVI)	04	-
27	29.4.2020	Amity School of Communication (ASCO)	152	-
28	1.5.2020	Amity School of Architecture & Planning (ASAP )	45	-
29	5.5.2020	Amity Institute of Forensic Sciences (AIFS)	19	-
30	14.5.2020	Amity School of Physical Education & Sports Sciences (ASPESS)	22	-
31	18.5.2020	Amity Institute of Molecular Medicine & Stem Cell Research (AIMMSCR)	06	-
32	18.5.2020	Amity Institute of Rehabilitation Sciences (AIRS)	06	-
33	20.5.2020	Amity Institute of Anthropology (AIA)	05	-
34	20.5.2020	Amity Institute of Advanced Legal Studies (AIALS)	07	-

30 students (2020-21) of ASFT were interested for their start-ups and hence they were mentored under Student Progression concept and few of them have started their own.



## Sample Form Used For Start-Ups /Family Business

 **AMITY UNIVERSITY**

**Amity Centre for Entrepreneurship Development**

**Student Startups - Interaction Form**

Name ..... BHASKAR PILLAI ..... Enrolment Number..... A0504116079 .....

Institution..... Amity Institute of Biotechnology ..... Programme..... B tech biotechnology  
Batch..... 2016-20 .....

Phone Number..... 7503887587 ..... Email ID..... bhaskarpillai1996@gmail.com .....

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

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Startup Name..... Local Farms & Co ..... Sector..... Agriculture (Hydroponics) .....

- Type : Manufacturing /Service /Trading/etc, Other ( Specify)..... Manufacturing
- Team Members (Inside / Outside Amity)
  - Vedant Kumar Singh (amity)
  - 
  -
- Business Idea (Attach additional sheet if required) ..... Local farms is an emerging startup designing, developing, marketing & selling hydroponics equipment & setups.
- Status.....
- Funding for venture:
  - (a) Self.....
  - (b) Family/Friends.....
  - (c) Loan.....
  - (d) Self
 (specify)..... SELF .....
- Support required from University:
  - (a) Mentoring.....
  - (b) Business model.....
  - (c) Networking.....
  - (d) Scale up.....
  - (e) Connect with Funding agencies.....
  - (f) Advice legal services.....
  - (g) Growth Strategy.....
  - (h) Any other
  - (b) (Specify)..... Mentoring & Networking

Date: 30/04/2020 Bhaskar Pillai  
Student Signature

Note: Student's will maintain diary of interaction with E Cell coordinator & ACED Mentor.

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 **AMITY UNIVERSITY**

**Amity Centre for Entrepreneurship Development**

**Students Joining Family Business**

**Interaction Form**

Name ..... Rupak Dubey ..... Enrolment Number ..... A1399816075 .....

Institution ..... ASET ..... Programme ..... B.Tech (ME) ..... Batch..... 2016-2020 .....

Phone Number..... 9581129751 ..... Email ID ..... rupakdubey177@gmail.com .....

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Name of Business Firm..... SAVESOLHEALTHCARE PVT LTD. .....

Sector..... Pharmaceutical .....

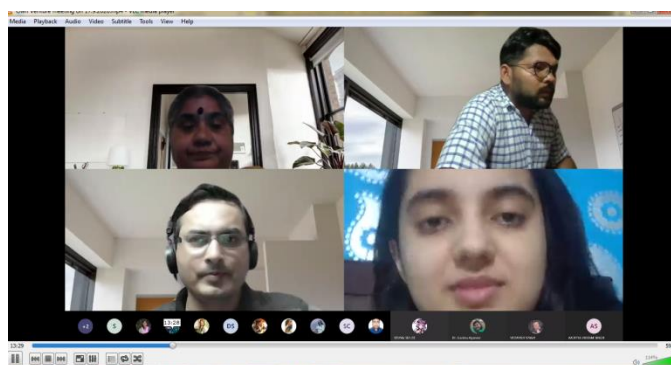
- Type: Manuf./Service /Trading/etc, Other (Specify)..... Manufacturing ..... Turnover (FA)..... 1 cr.
- Brief company Details: ..... Fast growing firm established in 2017 with experience in the field of more than 27 years in trading of pharma industry we are a firm dedicated towards quality having more than 25 drugs in line-up growing every year.
- Name of Head of Family Business..... Aditya ..... Position..... Director
- Organization Structure..... Functional
- Define your role in Family Business..... Assistant Director
- No. of family members involve involved ..... 4
- Challenges faced by Family Business..... No challenges other than competition.
- Support Required from University: NA
  - i. Leadership development strategy
  - ii. Governance and Succession Planning
  - iii. Investment planning
  - iv. Advice legal services
  - v. Discussion on growth strategy
  - vi. Change and adoption in family firm
  - vii. Loan Approach
  - viii. Any other (specify)

Date..... Student Signature ..... Rupak Dubey

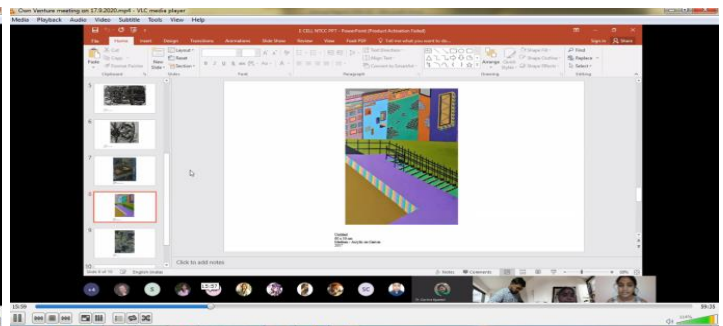
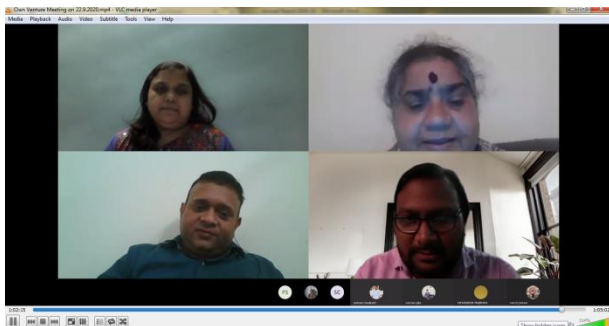
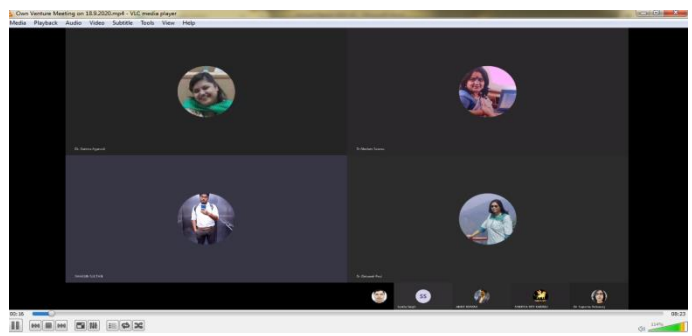
Note: Student's will maintain a diary of interactions.

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## Some Glimpses of the meetings held with various institutions



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### Start-ups identified and mentored in 2019-20

Start-ups (2019-20)											
S. No.	Name of the Deptt.	Name of the start ups	Nature of start up	Date of commencement (DD-MM-YYYY)	Contact information of the Promoters/ Sponsors	Name of Incubation Centre (Amity/ Other)	Address of Incubation Centre	City of Incubation Centre	Name of Incubatee	Sponsored by (Self/others)	Evidence (Upload) <ul style="list-style-type: none"> <li>• e- sanction order of the University for the start ups on campus</li> <li>• Contact details of the promoters for information</li> <li>• Any additional information</li> </ul>
1	ASFT	Erekrut	Pre Hiring Assessment Portal	17-07-2020	NA	NA	NA	NA	Mr AJAY GOYAL	self	Website: https://Erekrut.panaceaebizz.com & GST No. 07AAHPG6761F2ZP (Parent Company - Panacea eBiz Consulting Group. Under Panacea is Erekrut)
2	ASFT	KOMAL GUPTA COUTURE	APPAREL	01-06-2019	NA	AMITY	F2-302, AUUP	NOIDA	KOMAL GUPTA	SELF	<a href="https://instagram.com/komal.couture?utm_source=ig_profile_share&amp;igshid=y2vaa25sy0fi">https://instagram.com/komal.couture?utm_source=ig_profile_share&amp;igshid=y2vaa25sy0fi</a>
3	ASFT	meraki by poonam & sanya	APPAREL	01-10-2019	NA	AMITY	F2-302, AUUP	NOIDA	SANYA AGGARWAL	SELF	<a href="https://instagram.com/meraki_by_ps?igshid=b4wwx1fcf6xx">https://instagram.com/meraki_by_ps?igshid=b4wwx1fcf6xx</a>

4	ASFT	Printzup	PRINTING	04-02-2020	NA	AMITY	F2-302, AUUP	NOIDA	GEETAKS HI GAMBHIR	SELF	<a href="https://instagram.com/prinzup?igshid=14n6wzlp9jarv">https://instagram.com/prinzup?igshid=14n6wzlp9jarv</a>
5	ASFT	HI FASHIONS BOUTIQUE	APPAREL	19-05-2020	NA	AMITY	F2-302, AUUP	NOIDA	AKAKNKS HA BALI	SELF	INSTAGRAM-@HIFASHIONBOUTIQUE
6	ASFT	CANDLES	HOME DÉCOR	12-08-2020	NA	AMITY	F2-302, AUUP	NOIDA	NIKITA MEHROTRA	SELF	INSTAGRAM- <a href="https://instagram.com/createcultivate.13?igshid=1lzm05vuhukba">https://instagram.com/createcultivate.13?igshid=1lzm05vuhukba</a>
7	ASFT	BED ME GOOD	HIOME TEXTILES	15-07-2020	NA	AMITY	F2-302, AUUP	NOIDA	Ms NAVYA SONDHI	SELF	INSTAGRAM- <a href="https://instagram.com/bed_me_good?igshid=1e96eekyuhqp">https://instagram.com/bed_me_good?igshid=1e96eekyuhqp</a>
8	AIVI	PINK HEALTH	HEALTHCARE SERVICE PROVIDER	On hold due to Lockdown	NA	NA	NA	NA	P. Prashanth	Self	18XXMCC06591/TSP MB dated 17.7.2018 (Certification from Paramedical Deptt., Telangana)
9	AIB	FMD	Manufacturing and trading	13.04.2020	7982234445	Other	NA	New Delhi	Vikrant Singh	Self	Instagram Account : saharadiagnostics  Website: saharadiagnostics.in
10	AIB	Gourmetnbio	manufacturers and traders	18.04.2020	9368292648	NA	NA	NA	Bhavishya Gupta	Self	Website: gourmetnbio.com(registered but not active) & 09AHQPK6084R1Z6
11	AIB	Local Farms & Co	Agriculture (Hydroponics)	2.8.2019	7042998619 (yogesh Kumar)	NIL	NIL	NIL	Yogesh Kumar Sahu	self	Website- <a href="http://www.localfarms.net.in">www.localfarms.net.in</a> & GSTIN: 06AAIFL4733F1ZF

					sahu)						
					7503887587(Bhaskar)	NIL	NIL	NIL	Bhaskar Pillai		
12	AIIT	Konipic Fashion	Fashion	16.8.2017	NA	NA	NA	NA	Harkirat Singh	-	TradeMark Registered (Class 25)
13	AIIT	RDS Music Production	Entertainment	20.3.2014	NA	NA	NA	NA	Divyanshu Sengar	-	Website : www.rdsmusic.in & MSME Certification UAM No.: UP29D0020855
14	AIIT	Infilate Media Group	Digital	24.02.2020	Self Sponsered	NA	NA	NA	Harsh Garg	-	Website: www.infilate.com & Instagram page - infilate & Udyam Registration No. UDYAM-DL-06- 0005544
15	AIIT	Copy Canvas 9	Website & Email Copywriting Services	6.11.2020	NA	NA	NA	NA	Saniya Salathia	Self	Website: Copycanvasnine.com & Udyam Registration No. UDYAM-JK-07- 0000803
16	ASET	TECHUINO	ELECTONICS (SANITIZER DISPENSOR)	08.07.2020	7518778604/8948749357	Amity University, Noida	Sector 125 Amity		Rohit Kumar		Website: Under process & Udyam Registration Number UDYAM-DL-01-0000115
									Owais Aslam		

									Rohit Agarwal		
17	Mechanical Engg. (ASET)	SHZAI ENTERPRISES	Import & Export	21.01.2018	NA	NA	NA	NA	Mohmd. Usman Khan	self	GSTIN No. 07ABACS2264E1ZZM
18	ASET	SMART SLR	Manufacturing	25.7.2019	NA	NIL	NIL	NIL	Aditya Mittal	Self	Website: <a href="https://mittaltechnology5.wixsite.com/website-2">https://mittaltechnology5.wixsite.com/website-2</a> & Registration Number: UDYAM-UP-28-000406
19		Swadeshi Choice	FMCG Products	22.03.2020	NA	NIL	NIL	NIL		Self	Website: <a href="http://www.swadeshichoice.com">www.swadeshichoice.com</a> & Instagram - Swadeshichoice (UDYAM Registration - under process)
20	AIAS	MANGAZE	EDUCATIONAL CAREER GUIDANCE	1.1.2020	NA	NA	NA	NA	Pushpendra Singh Shekhawat	self	UAM No. RJ02D0022089
21	AIAS	LYLTE	FIN-TECH	1.3.2020	NA	NA	NA	NA	Ashish Yadav	self	Website: <a href="http://lylte.xyz">lylte.xyz</a> , <a href="http://lylte.in">lylte.in</a>
					NA	NA	NA	NA	Akash Kumar	self	

22	AIESR	Curandera Art	Manufacturing	2.6.2019	NA	NA	NA	NA	Kanchan Sharma	self	Instagram account - <a href="https://www.instagram.com/curandera_/">https://www.instagram.com/curandera_/</a> Use rname-@curandera__ & No. UP28A0032412
23	AIESR	Eifnox Growth	Social Media Marketing Agency	2.3.2019	NA	NA	NA	NA	Adheeb Hameed	Self	Website: <a href="https://www.eifnoxgrowth.com/">https://www.eifnoxgrowth.com/</a> & <a href="https://shorturl.at/rzHW3">shorturl.at/rzHW3</a>
					NA	NA	NA	NA	Krittanam Kaushik	Self	
24	AIESR	Parfum Fait Maison	Fragrance and Flavour	Nov. 2018	NA	NA	NA	NA	Harneet Singh Sethi	Self	Website: <a href="https://parfumfaitmaison.com">parfumfaitmaison.com</a> Instagram: Parfumfaitmaison & Registration of the Company (Under Process)
25	ASD	Design Immense (opening a brach out of family business)	Service (Interior & Constructio n)	03.04.2020	nil	Amity	Secter125 Amity		Sarandeep Kaur	Self	GSTN Number GSTN-09AAGCG0781R1ZX Designimmense@gmail.com

26	ASD	AANTARIK SAJJA	Interior Designing	June,2020	NA	AMITY	F2-302, AUUP	NOIDA	Ghritika Singh	Self	Website- <a href="https://aantariksajjags.wixsite.com/website">https://aantariksajjags.wixsite.com/website</a> , PAN No. LRMPS1904F, Instagram - <a href="https://instagram.com/aantarik.sajja?igshid=1peyhkqi8r0uu-----">https://instagram.com/aantarik.sajja?igshid=1peyhkqi8r0uu-----</a> <a href="https://aantarksajjabygs.godaddysites.com/">https://aantarksajjabygs.godaddysites.com/</a>
27	ASD	Insight Structure Pvt Ltd	Interior Designing Constructio n & Re- construction	December, 2020	NA	AMITY	F2-302, AUUP	NOIDA	Sonal Kaushik	Self with father Shri Naresh Kaushik as co founder	E-mail - insidestructure25@gm ail.com, Registration number is 138926 and its Corporate Identification Number(CIN) provided from MCA is U74999UP2020PTC1 38926.
28	AIHA	Radhika Confi Denatal and Implant centre	Service	2019	NA	NA	NA	Ghaziab ad	Mr. Praveen Kumar	Self	Website: www.inci- dental.com & Registration Number 4189
29	AIPS	Osho Divine Doors	Meditation centre	2019	NA	NA	Na	Ilam, Nepal	Jessica Uprety	Self	<a href="https://osho-divine-doors.business.site/">https://osho-divine- doors.business.site/</a>
30	ASE	The Cocoa Counter	Bakery Products	16.06.2020	NIL	NIL	NIL	NIL	Rhea Sharma	Self	Instagram Handle: @thecocoacounter



31	ALSN	Ethical Coders	Spur Unification (Professional, Mergers and Acquisitions)	20.02.2020	NA	Self driven	NA	NA	Yuv Raj Singh	NA	Website: spurunification.com Represented at Atal Innovation Competition and Global Legal Hackathon (Details of Startup available on website)
									Rohit Das		
32	ACCF	Le Crest Hospital	Hospital	22.07.2020	Naman Agarwal	NA	NA	NA	Naman Agarwal	self	Website: lecresthospital.com
33	AICISM	Deckor Depot	Home Utility	Jan. 2021	Mr Rafey Jibraan	NA	NA	Delhi	Mr RAFEY JIBRAAN	Self	<a href="https://www.deckordepot.com/">https://www.deckordepot.com/</a> -  GST No : 07AGGPJ0554J1ZG
34	ABS	PICARTZO SERVICES PVT. LTD.	Digital marketing	year 2016	NA	NA	NA	NA	Mr ABHIMAN YU SINGH	SELF	Website: <a href="http://www.picartzo.com">www.picartzo.com</a> & FB: @Pickyourartzone, IG: @pickyourartzone
35	ABS	REDFROLIC	Event management	year 2019	NA	NA	NA	NA	Mr PUSHPAM	SELF	<a href="http://www.instagram.com/redfrolic">www.instagram.com/redfrolic</a> , <a href="http://www.facebook.com/redfrolic">www.facebook.com/redfrolic</a>
36	ABS	<a href="http://auditbyvaishali.com">auditbyvaishali.com</a>	Education	year 2017	NA	NA	NA	NA	Ms VAISHALI CHAUDHARY	SELF	<a href="http://auditbyvaishali.com">auditbyvaishali.com</a>
37	ASB	Online Groceries: Pineexpress	FMCG	12-12-19	NA	NA	NA	NA	Mr. Siddhant Syal	Self	Email: siddhantsyal1996@gmail.com

											contact: 9599439699
38	ASB	Angad creations	Luxury & Lifestyle	03-10-19	NA	NA	NA	NA	Mr. Gurjot Singh Bahri	Self	E-mail- gurjot72134@gmail.com & Contact- 9419209593/ GST No.: 01ACJPK4970A1Z3 & Cn
39	ASB	NatureUP- Icecream parlour	Food Industry	09-09-20	NA	NA	NA	NA	Mr. Swarnim Rastogi	Self	E-mail: swarnimrastogi99@gmail.com/Contact- 8006681999
40	ASB	Men'swear Luxury Brand: Culturecultivation	Manufacturing	02-09-18	NA	NA	NA	NA	Mr. Garvit Bindra	Self	E-mail: garvitbindra@yahoo.com/Contact- 9810327265
41	ASB	Dietcraving - Food outlet	Luxury & Lifestyle	05-02-20	NA	NA	NA	NA	Mr. Manpreet Singh	Self	E-mail: virmani.rishu@gmail.com/Contact- 7011525698
42	ASB	Online Groceries: Pineexpress	Urban Infrastructure & Smart Cities	04-08-19	NA	NA	NA	NA	Mr. Shivom Kapoor	Self	E-mail: samoberoy0713@gmail.com/contact- 8178362181
43	ASB	Online Trading of Gold & Diamonds (Taps Enterprises)	Gems & Jewellery	20-08-17	NA	NA	NA	NA	Mr. Atul Pratap Singh	Self	E-mail: atulassociates1@rediffmail.com /Contact - 8743037374

44	ASB	Online Network marketing-Vihaan Direct Selling	E Commerce Business	09-08-18	NA	NA	NA	NA	Mr. Utkarsh Kumar	Self	E-mail: utkarsh.rkumar@icloud.com/contact-8527678586
45	ASB	Clubdiaries technologies pvt ltd.	Education SAAS	29-09-19	NA	NA	NA	NA	Mr Divyam Agarwal	Self	www.schoolidiaries.club /CIN: UP74999UP2019PTC 120960/Contact - 7766825609
46	ASB	Start Up: JUPITER Affordable Plastic Cooler	Manufacturing	02-02-19	NA	NA	NA	NA	Mr. Raghav Budhiraja	Self	raghavbudhiraja@ymail.com/Contact-9958662266
47	ASB	Prep Nutra, Torque, Wave Infotech	Fitness	07-09-19	NA	NA	NA	NA	Mr. Himanshu Kaushik	Self	-www.prepnutra.com and <a href="http://www.craylabz.in/">www.craylabz.in/</a> contact-8882255525
48	ASB	WasteNest	services	09-09-20	NA	NA	NA	NA	Mr.Prateek Prashar	self	prateek.prashar28@gmail.com/ contact-9990110766
49	ASB	Prashar Meraki Technology	services	Nov 2020	NA	NA	NA	NA	Mr.Prateek Prashar	self	<a href="http://www.prasharmerakitechnology.com/">www.prasharmerakitechnology.com/</a> 9990110766
50	ASB	FLUDIC3D	Additive manufacturing	2020	NA	NA	NA	NA	Mr. Udit Kakkar	self	<a href="http://www.fluidic3d.com/registration.no.07GKEPK8430A1ZE/contact-8587905552">www.fluidic3d.com/registration.no.07GKEPK8430A1ZE/contact-8587905552</a>

51	ASB	GOLEGAL24	News and Media	June 2020	NA	NA	NA	NA	Mr. Kunal Gupta	self	<a href="https://golegal24.com/certificate-from-startup-india-no.-DIPP65181/contact-7500650655">https://golegal24.com/certificate from startup india no.-DIPP65181/contact-7500650655</a>
52	AIBS	COULOMB EV SOLUTIONS PRIVATE LIMITED	EV charging points	10-06-19	TARAND EEP SINGH RATRA (BBA-2018)	AIBS	AUUP	NCR of Delhi	TARANDE EP SINGH RATRA	Self	U74999DL2019PTC353498 taranratra98@gmail.com 8377916774
53	AIBS	UNISPADE TECHNOLOGIES PRIVATE LIMITED	IT services (Advertising)	20-05-20	VISHWA VIJAY DEVEND RAKUMAR RANA	AIBS	AUUP	NCR of Delhi	VISHWAVIJAY DEVENDR AKUMAR RANA	Self	U74999UP2019PTC122411 ranavishwvijay@gmail.com 8750688219; 9824291969
54	AIBS	PARKSMART TECHNOLOGIES PRIVATE LIMITED	IT Services (Parking services)	01-07-19	RATAN ANMOL SETHI	AIBS	AUUP	NCR of Delhi	RATAN ANMOL SETHI	Self/ Ah! Ventures	U74999DL2019PTC358401 ratansethi77@gmail.com 9971742678
55	AIBS	Glacier Impex Private Limited	Egg Farm	19-08-19	Ukasha Firozi	AIBS	AUUP	NCR of Delhi	Ukasha Firozi	Self	U51109DL2000PTC107311 ukasha2012@gmail.com 9650117353
56	ASFA	Freelance graphic designer	Graphic Design	30-06-2020	NA	NA	NA	Delhi / NCR	SUDHANSHU TANWAR	Self	<a href="https://www.behance.net/sudhanshutanwar">https://www.behance.net/sudhanshutanwar</a>

57	ASFS	Freelance comic artist	Comic Artist	30-06-2020	8800724731	NA	NA	Delhi / NCR	TADAM GYADU	Self	<a href="https://www.deviantart.com/pencildudetadam">https://www.deviantart.com/pencildudetadam</a> and <a href="https://www.behance.net/pencildude?tracking_source=search_projects_recommended%7CSequential%20Art">https://www.behance.net/pencildude?tracking_source=search_projects_recommended%7CSequential%20Art</a>
58	ASFA	Freelance graphic designer	Graphic Design	30-06-2020	7004299268	NA	NA	Delhi / NCR	NEELANJA NA SHARAN	Self	<a href="https://www.behance.net/neelanjsharan">https://www.behance.net/neelanjsharan</a>
59	ASFA	Freelance graphic designer	Graphic Design	30-05-2020	8377833157	NA	NA	Delhi / NCR	Rijo T Alex	self	<a href="https://www.behance.net/profile/rijoalex">https://www.behance.net/profile/rijoalex</a>
60	RICS	Pindexx Company	Real Estate Management Services	30-07-2019	6303791771	BuildTank (RICS)	AUUP	Noida	Pavan Kr Reddy	Self	<a href="http://pindexx.com">pindexx.com</a>
61	RICS	Youthancer Online Solutions Pvt Ltd	Temporary Staffing Services	14-02-2018	9999722799	BuildTank (RICS)	AUUP	Noida	Srabhjot Singh	Self	<a href="http://youthance.com">youthance.com</a>

**Family Business identified and mentored in 2019-20**

S. No.	Name of the Deptt.	Name of the Family Business	Nature of Family Business	Date of commencement (DD-MM-YYYY)	Contact information of the Promoters / Sponsors	Name of Incubation Centre (Amity/ Other)	Address of Incubation Centre	City of Incubation Centre	Name of Incubatee	Sponsored by (Self/others)	Evidence (Upload) <ul style="list-style-type: none"> <li>• e- sanction order of the University for the start ups on campus</li> <li>• Contact details of the promoters for information</li> <li>• Any additional information</li> </ul>
1	ASFT	Shalini Dyeing & Printing works	TEXTILES	01-07-2017	NA	AMITY	F2-302, AUUP	NOIDA	Ms SIMRAN SADH	SELF	06ACUPS1663B1ZG
2	ASFT	Sondhis	APPAREL	07-12-1992	NA	AMITY	F2-302, AUUP	NOIDA	Ms NAVYA SONDHI	SELF	07AABFS1497A1ZG
3	ASFT	SB ENTERPRISES	TEXTILES	1997	NA	AMITY	F2-302, AUUP	NOIDA	Ms ANANYA BHASIN	SELF	06ASNPB7460Q1Z5
4	ASFT	JK ENTERPRISES	HUMAN RESOURCES	12-08-2004	NA	AMITY	F2-302, AUUP	NOIDA	Mr JITENDER TOMAR	SELF	07AGZPD1508R1ZR
5	ASFT	SMK GARMENTS	APPAREL	10-02-2000	NA	AMITY	F2-302, AUUP	NOIDA	Mr DHIYANESH K	SELF	33AXBPK9408J1ZF
6	ASFT	SRI SAUNDAYAM TEXTILES	APPAREL	10-12-1986	NA	AMITY	F2-302, AUUP	NOIDA	Mr SAINISHAANT H R	SELF	33AABFS2639G1ZF
7	ASFT	GOEL ENTERPRISES	TELECOM	20.08.2016	NA	AMITY	F2-302, AUUP	NOIDA	Ms KHUSHBOO GOEL	SELF	07ADKPG9257E1ZE

8	ASFT	GOKUL DYEING & FACTORY	TEXTILES	13-10-2008	NA	AMITY	F2-302, AUUP	NOIDA	Mr DEEPAN S	SELF	TN28A0049288
9	ASFT	AD creations	APPAREL	1998	NA	AMITY	F2-302, AUUP	NOIDA	ABHINAV GUPTA	SELF	07AFKPG2996N1ZR
10	ASFT	VISION INTL	ACCESSORIES	-1-07-2017	NA	AMITY	F2-302, AUUP	NOIDA	RISHABH PARASHAR	SELF	06AYDPS1245CIZS; HR03A0026468
11	ASFT	UV GARMENTS	APPAREL	12-08-2006	NA	AMITY	F2-302, AUUP	NOIDA	PRAKHAR JAIN	SELF	354945335307
12	ASET (Mechanical Engg.)	JANDU ENGINEERING WORKS	Manufacturing	1978	Self	Self	NA	NA	Prabhjot Singh Jandu	Self	GSTIN No. 09ACZPJ5084G1ZX & Website: <a href="https://janduengineering.tradeindia.com/">https://janduengineering.tradeindia.com/</a>
13	ASET (Mechanical Engg.)	SAVESOL HEALTH CARE PVT LTD	Manufacturing	10-1-2019	Self	Self	NA	NA	SumitDubey	Self	Registration No. 344124 & Website: <a href="https://www.zaubacorp.com/company/SAVESOL-HEALTHCARE-PRIVATE-LIMITED/U21099DL2019PTC344124">https://www.zaubacorp.com/company/SAVESOL-HEALTHCARE-PRIVATE-LIMITED/U21099DL2019PTC344124</a>
14	ASE	MushRules	Agri-Business	02-09-2020	Self	Self	NA	NA	Yakshika Vats	Self	Instagram: <a href="https://instagram.com/mushrules?igshid=8etpl5dzq2s4">https://instagram.com/mushrules?igshid=8etpl5dzq2s4</a>

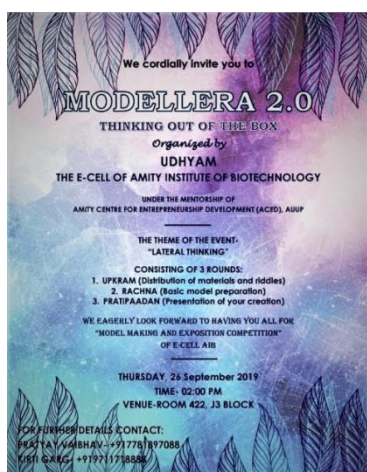
### III. PROGRAMMES CONDUCTED

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ACED also conducts Entrepreneurship Awareness Session among the students of AUUP from time to time.

#### E-Cell Activities (ACED and other Institutions)

- Workshop on “Design Thinking” under MODELLERA 2.0, organised by UDHYAM - The Entrepreneurship Cell, AIB & ACED on 26th September, 2019.



#### Glimpses of the event





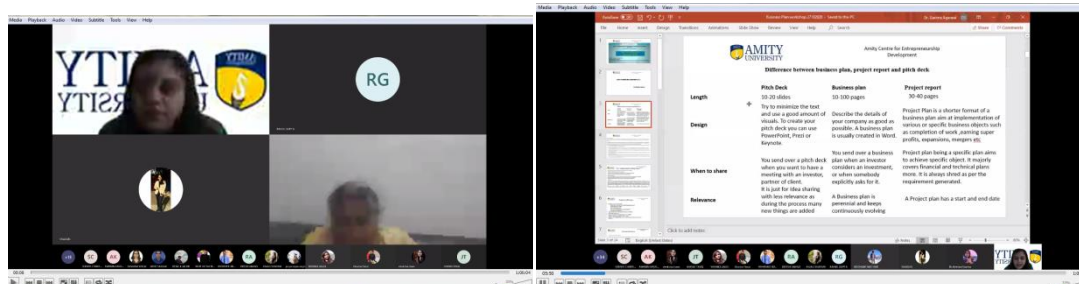


- Online Workshop on Business Model Canvas (INNOVATION MENTORS OF IIC) organized by ASET-Design Centre on 9<sup>th</sup> April 2020.



- Online Workshop Title: 'How to write a Business Plan' organised by The Entrepreneurship Cell, AIPS & ACED on 24<sup>th</sup> April 2020 at MS Teams.

### Glimpses of the event :



- Online workshop on “Design Thinking for Structured Innovation”, organised by UDHYAM - The Entrepreneurship Cell, AIB & ACED on 29th April, 2020 at MS Teams.



### III.II ACED Activities

- Organized a workshop on Go To Market (GTM) Strategy for Students / Early Stage Start-ups alongwith Amity Innovation Incubator on September 05, 2019.
- Session taken on ‘Promoting and Supporting Entrepreneurship Development Among Students in HEI’s’ on 10th September 2019 alongwith Mr. Ojasvi Babber during Capacity Development Training Programme in Higher Education Management for Directors of Professional Development Centers (PDCc), Afghanistan from 25th August, 2019 to 12th September, 2019.
- Open-House Session: SAMPARK-The Business Connect (Ask Me Anything) at Amity University Uttar Pradesh, Noida Campus on 10th October, 2019.

#### **Genesis of the Event :**

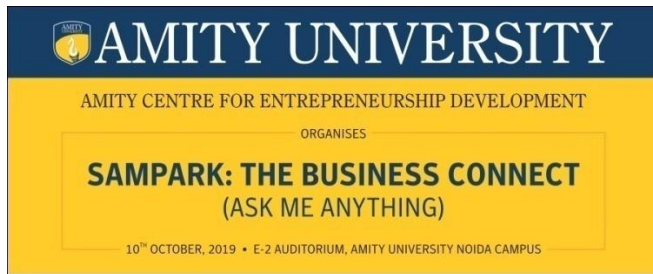
Individuals who promote change and initiate development activities are important to economic growth in any country. These entrepreneurs require the ability to identify needs within their environment, gather appropriate resources and implement action to satisfy these needs.

According to ILO (2018) over 55% of all new businesses fail during their first three years of existence. In spite of these facts, self-employment continues to rank high as a career choice by a good number of people. The failure rate is a serious problem and it is compounded over by the fact that over 50% of money used to initiate these businesses is generated from private sources such as personal family savings and this creates psychological problems of people who have failed in business. Such a failure may have far reaching effects greater than their financial losses. These could have been avoided if a conducive environment is provided. In dealing with these live problems, the academia can be engaged in various interventions to help create a

conducive and an enabling environment to reduce the rates of failure. One of the interventions created can be an industry-government-academia-entrepreneur connect.

In this, a panel of expert from various agencies (Industry association, Government representative, Bankers, Export & Credit policy, Academia, Angel investors, venture capitalist, incubator) were invited and Q & A of the students were taken up.

Backdrop, Poster and Schedule



AMITY UNIVERSITY UTTAR PRADESH		
AMITY CENTRE FOR ENTREPRENEURSHIP DEVELOPMENT		
ORGANISES		
Sampark: The Business Connect (Ask Me Anything)		
PROGRAMME SCHEDULE		
Day: Thursday, 10 <sup>th</sup> October 2019		
Venue: E-2 Auditorium		
Time: 2:15-5:15 pm		
Time	Topic	Speaker (s)
2:15 pm - 2:25 pm	Welcome	Prof. (Dr.) Neelam Saxena, Convener
2:25 pm - 2:35 pm	Inaugural Address by Hon'ble Vice Chancellor, AUUP	Prof. (Dr.) Behinder Shukla
2:35 pm - 2:45 pm	Address by Director, MSME-DI, New Delhi	Mr. Vijay Kumar
2:45 pm - 5:10 pm	Panel Discussion : Sampark: The Business Connect (Ask Me Anything) & Question and Answer Session	<ul style="list-style-type: none"> <li>Prof. (Dr.) Behinder Shukla - Hon. VC &amp; Panel Chair</li> <li>Mr. Vijay Kumar - Director, MSME-DI</li> <li>Mr. Gaurav Anshuman - DGM and Branch Manager, Bank Business Branch, ECGC Ltd. New Delhi</li> <li>Mr. Sunil Kumar - Senior Manager at Bank Business Branch, ECGC Ltd. New Delhi</li> <li>Mr. Rajeev Sharma - Founder, Socio Economic Enterprise Development (SEED) Council &amp; Advisor - Economic MSME (Ministry of Commerce) and Ex-Advisor - NitiAayog SEI</li> <li>Mr. Pradeep Kumar Saxena - AGM and in charge of SME Sulabh</li> <li>Ms. Madhumati - Chief Manager in Finance &amp; Accounts Department, NSIC</li> <li>Mr. Pradeep Sharma - Chief Manager, CSC, SBI, LHO, Delhi</li> <li>Ms. Geetika Bhatia, Founder, AarGee Group</li> <li>One Representative from SIDBI</li> </ul>
5:10 pm - 5:15 pm	Vote of Thanks	
5:15 pm onwards	High Tea	



## Glimpses of the event



- Inno-Bizz- Intra Institute Level Business Plan Competition to celebrate Innovation Day to mark Dr. A. P. J. Abdul Kalam's Birth Anniversary at Amity University Uttar Pradesh, Noida Campus on 15<sup>th</sup> October, 2019.

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

### Phases of Innobizz:

- 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.
- Phase IV: Prize Distribution Ceremony.

### Objectives of Innobizz:

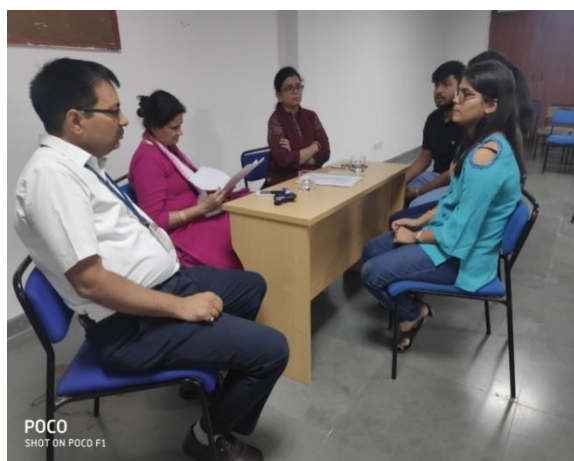
1. Educate and equip students to craft an innovative business plan
2. Catalyse a culture shift to encourage entrepreneurship
3. Foster entrepreneurship mindset and grass root innovations
4. Encourage participants to identify, innovate and nurture the skills for new ventures
5. Promote Entrepreneurship 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.

### Poster



### Glimpses of the event :





- Organized '**Lights Camera Action**' on the auspicious occasion of our visionary, dynamic and beloved Hon'ble Chancellor "Dr. Atul Chauhan's Birthday" on 7th May 2020 to celebrate the spirit of BELONGINGNESS to spread awareness about Hon'ble Chancellor, Dr. Atul Chauhan's dreams of a clean and green planet earth, human values and a sustainable use of resources.

The participants are asked to create a video which they believed impact needs to be created and which will survive best in the opportunity. They were given SDG themes and were asked to develop the business potential, social entrepreneurship & to bring social changes by creating opportunity in the commercial & social society.

UN SDG#	Description of SDG	Suggested themes	Entrepreneurial Opportunity
<b>GOAL 1</b>	No Poverty	1. We belonged to society and commit to work towards eradicating poverty through education, Research and beyond	Gender Equality bringing workforce to contribute towards economic development
<b>GOAL 2</b>	Zero Hunger	1. We belonged to society and commit to work towards ensuring Zero Hunger through Community engagement and University Social Responsibility 2. Achieving zero Hunger is our shared commitment.	It was discussed to save the food and agripreneurship.. How to Utilize the left overs & waste.
<b>GOAL 3</b>	Good Health and Well-being	1. We Amitians as citizen of India commit to contribute to improving emotional health and wellbeing of citizens 2. Wellness Works and Prevention Pays— If Done in the Right Ways 3. Communicable and non-communicable diseases: Progress, success, best practices, innovation and learning - way forward	Importance of yoga, understanding among people was discussed. How to create happiness & find the opportunity in it.
<b>GOAL 5</b>	Gender Equality	1. Amity spreads the Importance of Social Belongingness and Self-Efficacy for Explaining Gender Differences in the society	How to create equality in society & work places.

<b>GOAL 12</b>	Responsible Consumption and Production	<ol style="list-style-type: none"> <li>1. We are committed to urgently reduce our ecological footprint by changing the way we produce and consume goods and resources.</li> <li>2. Sustainable consumption and production is about promoting resource and energy efficiency, infrastructure, and basic services, green jobs and a better quality of life for all.</li> <li>3. Product development and responsible consumption: designing alternatives for sustainable lifestyles</li> </ol>	All agree to work for society by their own venture in future in this tough times and create disruptive start -ups.
<b>GOAL 16</b>	Peace and Justice Strong Institutions	<ol style="list-style-type: none"> <li>1. We at Amity promote peaceful and inclusive societies against, international homicide, violence against children, human trafficking and sexual violence</li> <li>2. Amity is committed to peace, stability, human rights and effective governance, based on the rule of law.</li> </ol>	Peace for mental was discussed
<b>GOAL 17</b>	Partnerships to achieve the Goal	1. Promoting creativity and innovation skills through AI-based technology in Education 4.0	While discussing “Food for all” opportunities for storage, supply chain and processing was debated.

The participants explored the entrepreneurial mindset within and how can they contribute to the society at large. The youth is always having lots of ideas in their mind but how to channelise them, sometime seems difficult. This pandemic has given a new thought process to our youth. The students are now able to identify the opportunity. They have started thinking about social entrepreneurship & new business model for entrepreneurship.

Our efforts were directed to emphasise the importance problem recognition & creating a entrepreneurial mindset

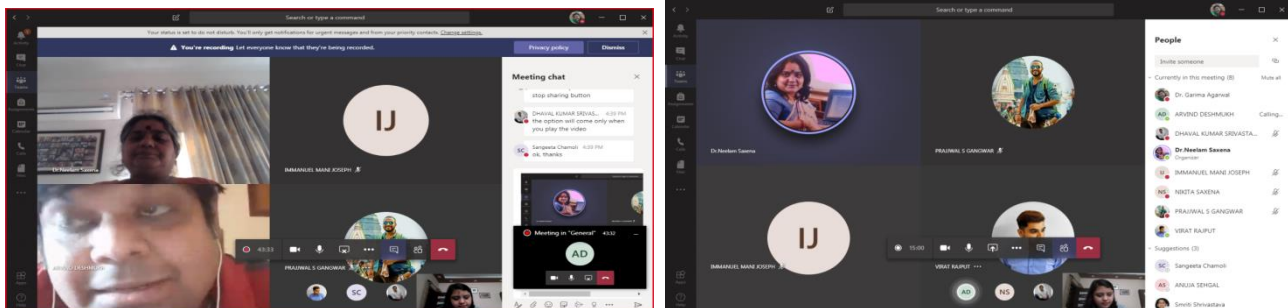
Link: <https://web.microsoftstream.com/video/5a68270f-ad9c-463d-b899-99d2cad027c5>

### Poster





### Glimpses of the event :



- Amity Youth and Innovation Forum organized on-line Business Plan Competition Lakshya 2020 (An International Level Business Plan Competition) from 8th – 11th May 2020 under Online Amity Youth Fest'2020.

It was four days long event where students have come up with their business plans from various national & international universities . Jury members had not only judged them but also given the feedback & direction to make the plans success.

Number of students registered for the competition through AYF2020 Website:

Amity Noida - 25  
Universities/Colleges – 56  
Other Amity Campuses - 09

Students were consisting 60 teams out of which 41 teams has delivered successfully and 10 teams were not able to present their ideas due to technological challenges and 09 teams have not participated.

### Number of panels:

Round-I: Four panels parallel working to evaluate the business plan for two days.

Round-II : Participants selected (Total 09 teams) from round one were evaluated by Experts.

### Prize Money:

First Prize - Rs 10,000

Second Prize - Rs 7000

Third Prize - Rs 3000

### Winners of the Competition:

- **First position** - Bhaskar Pillai & Yogesh Sahu - AIB, Amity University, Hydroponics Agriculture - Local farms
- **Second position** - Madinakhon Khamidova - Amity University, Tashkent - TezMed
- **Third position** - Niveda Ayyal, Monisha and Abarna karthikeyan - Sri Ramakrishna Engineering College, Coimbatore - Techzo

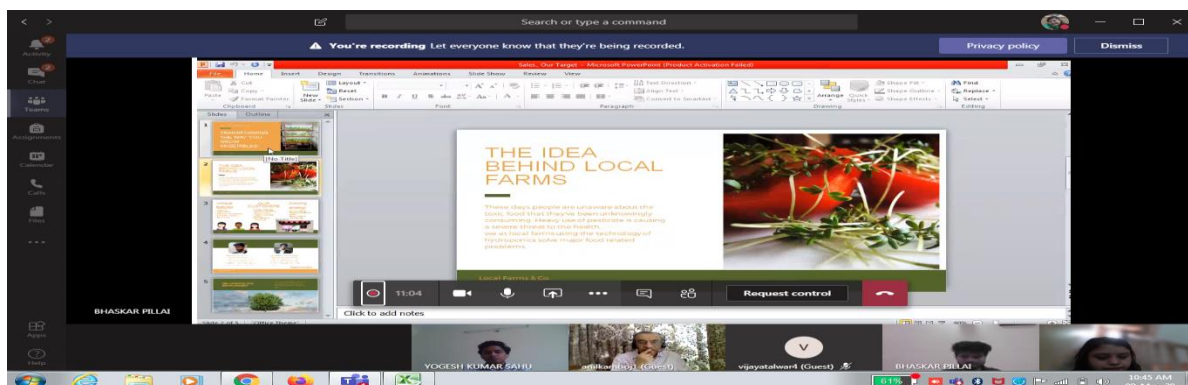
### Poster



### Winner's Poster

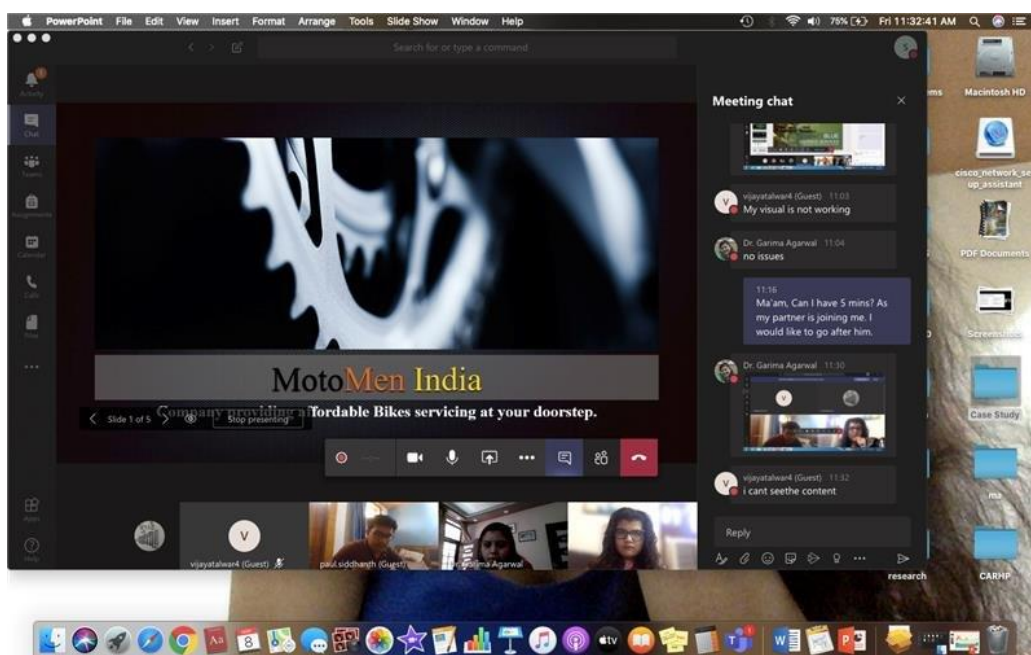


## Glimpses of the event :









### Also dealt with :

- Any interesting start-ups that have been initiated-We had helped the students to start their start up which are need of the hour
- The students of AIPAS are mentored to start their online counseling sessions so that the issue associated with mental well-being of the society should be solved.
- The students of AIOA were mentored to work on providing the farm products to the end users as essential commodities.
- The students of food technology started working on the food & bakery product to the niche(Gluten Free, Oats based, according to diseases like diabetes, hypertension etc.)
- The student of AIAS has started working on online academic counseling of the student the field of career guidance.

### Approved & ongoing projects

- (a) Launched New Course Pradhan Mandtri YuvaYojana (PM YUVA) as a paid course (@ Rs. 1000/-) from 2017-18 (Even Semester) under the Union Ministry of Skill Development and Entrepreneurship. The cost of the project is Rs. 9 lacs 20 thousand out of which Rs. 51666/- has been transferred on PM Yuva Account at Allahabad Bank on 24.9.2019 for teaching of 25 hours. On successful completion of this course, the Govt. gives on-line certificate to the students.

Under this scheme, following two 2-credit course were offered:  
 Introduction to Entrepreneurship (ENTR 201) – UG Students  
 Basics of Entrepreneurship (ENTR 706) – PG Students

- (b) Approved the application for Host Institute for implementation of the scheme "Support for Entrepreneurial and Managerial Development of MSMEs through Incubator". The Scheme has following prominent components:

- i) Grant-in-Aid support up to Rs.1 crore per Host Institute (HI) for procurement and installation of relevant plant and machinery to strengthen the technology related R&D activities of Business Incubators. (All was already Host Institutions and hence, this amount will not be transferred).
  - (ii) Grant-in-Aid support up to Rs.15 lakh per idea for developing and nurturing innovative ideas being developed in Business Incubators.
  - (iii) SEED capital support to His up to Rs.1 crore to support deserving ideas for setting up of start-ups.
  - (iv) Awareness Programme & Workshop.
- (c) Approved proposal “Creating & Enabling Entrepreneurial Culture in Self & Society (WEEK - 4)” for conducting short term training programs for foreign trainees sponsored by Ministry of External Affairs in association with AITD Deptt., Amity University Uttar Pradesh.
- (d) Proposal for organizing two Women Entrepreneurship Development Programme under DST:Call for Proposals: Training Programme on Entrepreneurship: 2020-21 were sent on June 2020 and three were sanctioned looking at the strength of the designed programme and was subsequently conducted on 9th January – 25th February, 2021; 20th February, 2021 – 26th March, 2021 and 04th March, 2021 – 10th April, 2021

### Proposal Submitted

- (a) Submitted proposal for UNWOMEN (CFP-No. UNW/IND/2019/02) "Dialogues with Business Sector including Medium, small and Micro Enterprises (MSME)" in Nov. 2019 - submitted by Dr. Garima Agarwal.
- (b) Submitted proposal by AITD & ACED - EOI for Entrepreneurship in Rural Area - for Empanelment as a Training Agencies for Training Business Development Support Provider with MoRD on June 2020 - Cleared 2 Level of scrutiny

### Other Assignments – Prof. (Dr.) Neelam Saxena

#### ➤ Apart from ACED courses, taught following courses :

- Entrepreneurship and New Venture Creation (ENTR601)
- Small Business Management (ENTR604)
- Social Entrepreneurship (ENTR711)
- Building Entrepreneurial Culture and Team (ENTR712)
- SAP June 2020, Entrepreneurship Awareness Camp (ENTR606)

#### ➤ Guide of 04 Research Scholars

#### ➤ Co–Curricular /Extracurricular Activities

- Participated in stage 2 of Entrepreneurship World Cup (EWC) as Expert Evaluator (40 applications to judge- Online Evaluation on Younoodle platform) from 19<sup>th</sup> June, 2019-4<sup>th</sup> July, 2019.
- Did the evaluation of Ideas for National Innovation contest during 25th April - 05th May 2020 held by Amity Design Centre, AUUP.

- Was member of the meeting to identify the technologies which was considered in the proposal for Department of Scientific & Industrial Research- Call for proposal for Creation of Common Research and Technology Development Hubs (CRTDHs) on June 2020.
- Was member of the Learning Outcome Based Curriculum Framework for UG Education in line with the UGC Quality Mandate ((Jeevan Kaushal Curriculum for Life Skills).
- Was organising Member during 5 Days Online FDP/MDP on Leveraging Supply Chain Technology for MSMEs from June 13 - 17, 2020 organized by Amity School of Business, AUUP
- Member for documentation of ARIIA.

### ➤ Programme/FDP Attended

- FDP for the Advance Course in Entrepreneurship alongwith Dr. R. Sujatha, ABS from 3rd June – 9th June, 2019 (7 days) at Bangalore.
- Defence and Technology Startups: Interactive Session with iDEX (Innovations for Defence Excellence), PHD Chamber of Commerce and Industry (PHDCCI) on 11 July, 2019
- Seminar on Startups: Infusing Innovation and Cutting Edge Technology in Defence on 13 August 2019 at Gulmohar Hall, India Habitat Centre, Lodhi Road, New Delhi
- Invited as an Expert to judge the business plans during Business Plan Competition organised by The Centre for Entrepreneurship Development (CED) at FORE on Nov 01, 2019.
- Conference on Skill Development & Livelihood 2019, scheduled to be held on 10 December 2019 at Hotel Grand, Vasant Kunj, New Delhi.
- Online Sessions conducted by IIC-MIC in the areas of Innovation, IPR, Entrepreneurship, and Start-ups from 28th April 2020 to 22nd May 2020.
- Attended 3 weeks workshop on “We Your Business : A Virtual Entrepreneurship Development Programme for aspiring Women Across India” organized by Women Entrepreneur Platform, Niti Ayog, ALEAP and powered by Step Up to Scale Up Initiatives of Whatsapp from 18<sup>th</sup> May to 9<sup>th</sup> June 2020.



- Faculty Development Program in Entrepreneurship and was certified as Level 1 Certification. It was Phase 3 Assessments of Wadhvani Foundation which was completed successfully on Design Thinking & Lean Canvas from 17<sup>th</sup> June- 24<sup>th</sup> June, 2020. .



- Invited as Jury on Real venture Demo Day (online) for Jamia Hamdard University on Thursday, 18th June '20

### ➤ Paper Presented & Publications Details

1. Paper presented in International Conference on Global Economy in Business, Management, Social Science and Humanity Perspective (GEMSH-19) on "Impact of Cultural Sensitivity on Intrapreneurial growth of employees in Indian Organisation" on June 12, 2019 at Kathmandu by Ms. Yagbala Kapil and Dr. Neelam Saxena.
2. A Research paper published in Journal of Emerging Technologies and Innovative Research International Journal (ISSN: 2349-5162) Volume 6 Issue 7 July 2019, Impact Factor: 5.87 on the topic "Impact of Cultural Sensitivity on Intrapreneurial growth of employees in Indian Organisation" Ms. Yagbala Kapil and Dr. Neelam Saxena.
3. Paper Presentation- 3rd International Conference on the Broad Topic of "Challenges and Opportunities in Digital Era: Management & IT Practices" Ideal Institute of Management. Topic: "Visionary Intrapreneurs Behaviours :Driving Innovation Advantage"-30 Aug, 2019 by Ms Anuja Sehgal and Dr. Neelam Saxena.
4. Presented Research Paper on "Role of HR in developing Intrapreneurs in Digital era: Issues and challenges" in International Conference on Business Transformation through Sustainability, Entrepreneurship and Digitalisation held on Saturday November 9, 2019 at IMS UC Ghaziabad by Ms. Yagbala Kapil and Dr. Neelam Saxena.
5. Paper Presentation on Theme : 4th International Conference on "Management Practices for Sustainability: Innovations & Re-Engineering Perspectives (ICMPS-2k19)" at GL Bajaj Institute of Management and Research -Topic: Integrative Intelligence for Sustainable Value Advantage- 16 November 2019 by Ms Anuja Sehgal and Dr. Neelam Saxena.



6. Poster Presentation in IIM PAN Rohtak held in December, 2019 on Role of HR in developing Intrapreneurs in Digital era: Issues and challenges by Ms. Yagbala Kapil and Dr. Neelam Saxena.
7. Paper Presentation on Topic: “Creative Problem Solving Location Based Services” at Jagannath Institute of Management Studies (JIMS) the 15th International HR Conference, held on February 15, 2020 in Delhi, India( Received Best Paper Award) by Ms Anuja Sehgal and Dr. Neelam Saxena.
8. Paper Presentation on Topic :“Intrapreneur’s Integrative intelligence: Modelling Innovation on a Business Canvas” in 5th Global Leadership Research Conference 2020, held 25- 27 February, 2020 by Ms Anuja Sehgal and Dr. Neelam Saxena.
9. Paper Publication “Intrapreneur’s Integrative intelligence: Modelling Innovation on a Business Canvas” UGC Care ShodhSarita, Jan-March 2020 by Ms Anuja Sehgal and Dr. Neelam Saxena.



10. Paper Publication “Creative Problem Solving in Location Based Services” for Scopus Indexed Journal (Issue 6 ,Volume 24) International Journal of Psycho-Social Rehabilitation, April 2020 by Ms Anuja Sehgal and Dr. Neelam Saxena.
11. Book Chapter on Casual Gender Discrimination at Workplace: Significance, Causes & Remedies, page144-153 in book titled as Giving Value to the Voiceless, May 2020 by Ms. Rashmi and Dr. Neelam Saxena
12. Book Chapter on The Future is Pink published in book titled as, " Giving Value to The Voiceless" ISBN 978-93-89657 by Ms. Yagbala Kapil and Dr. Neelam Saxena.
13. *Worked on the paper* - Does occupational stress in private higher education influence the work-life balance of academicians in India? - International Conference on Business, IT and Enterprise Architecture ICBIT 2020 on 25th & 26th September, 2020 in online mode by Jyoti Bhadana and Dr. Neelam Saxena

### **Other Assignments - Dr. Garima Agarwal**

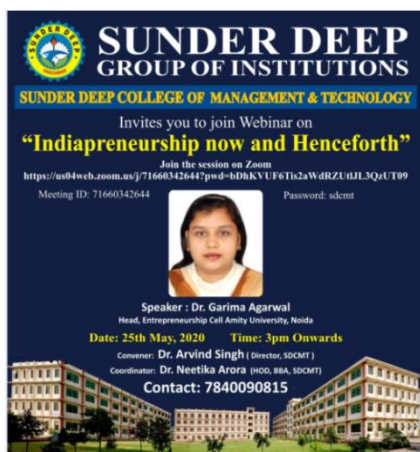
- **Apart from ACED courses, taught following courses :**
  - Entrepreneurship and New Venture Creation (ENTR 601)
  - Creating and Managing New Businesses in Emerging Market (ENTR 713)
  - Creativity and Innovation in Business and Entrepreneurship (ENTR 714)
  - Managing a Growing Business (ENTR 722)
  - Technology, Innovation and Startups - PHDM957
  - SAP June 2020, Entrepreneurship Awareness Camp (ENTR606)
  
- **Co–Curricular /Extracurricular Activities/ Club Committee activities as Event Coordinator**
  - Green shift -Reduce the plastic waste & introduction of the concept of recycle in August 2019.
  - BZZWINGS -Enhancing Product introduction & market creation Skills in September 2019
  - Wantapreneur - opportunity to Aspirant entrepreneur to demonstrate their entrepreneurial instincts in October 2019.
  - Key Driver of Entrepreneurship - Entrepreneurial activity in January 2020.
  - Quaran-Shine - meant for identifying opportunities during quarantine period in April 2020.
  - Upheavals 2.0 - meant to give innovative touch to the existing product & Services in April 2020.
  - Sacavenger Hunt - To DIY the products in May, 2020.
  - ENQUIZIT - Entrepreneurial Quiz based activity in May 2020.
  - Walky Talkies - discussion on entrepreneurial mindset and challenges in May 2020.
  - Minds Spark - Understanding of Market and MSME in June 2020.
  
- **Chief course coordinator of:**
  - Managing a growing Business ENTR 722
  - Business Incubation ENTR 602
  - Small Business Management ENTR 604
  - Technology, Innovation and Start ups PSDM 957
  
- Member Secretary - Entrepreneurship Stream – ABS
- Membership - Life Member of ICA (Indian Commerce Association)
- PROC Member of Entrepreneurship Stream
- Developing & uploading Master Session Plan/Session Plan
- Uploading E-content on ALMS (Course material/Lecture notes/ reading material/ content/reference material) etc
- Uploading assessment components, guidelines and calendar of NTCC on Amizone.
- Paper Setting/Moderation/Evaluation/Preparing Model Answer/Invigilator
- Dissertation (MSDS600) – Guided 04 students (PG)
- Summer Internship (MSSI600) - Guided 10 students (PG)

➤ **Programme Attended**

- CHAI PE BANKING with a Focus on INCREASING EXPORTS FOR SME's, held on 12 July, 2019, organized by Confederation of Indian Industry (CII)
- Launch of ASSOCHAM - NDIM Incubation Centre in July 2019.
- Shine Bright - Inspiring stories of CEOs who are intrapreneurs, by AIMA in August, 2019.
- Chai with Charter Member on how to monitor and Maximise the ROI in August, 2019.
- Consultative workshop in Incubation - MSME office in January 2020.
- Delivered lecture as Resource Person on Design Thinking for Structured Innovation on 29th April, 2020.
- Delivered lecture as Resource Person on "Tycoon Understanding Entrepreneurship" on 1st May, 2020.
- IIC Online Sessions conducted by Institution's Innovation Council (IIC) of MHRD's Innovation Cell, New Delhi to promote Innovation, IPR, Entrepreneurship, and Start-ups among HEIs from 28th April to 22nd May 2020.
- Delivered lecture as Technical Speaker on Economic, Social & Environmental Dimension of Covid-19 "A Conference on triple bottom line Analysis and future of Entrepreneurship after Covid-19" organized by Modern College of Professional Studies, Ghaziabad on 17<sup>th</sup> May 2020.



- Delivered a lecture during Indiapreneurship Now and Henceforth organized by Sunderdeep Group of Institutions, Ghaziabad on 25.5.2020.



➤ **FDP Attended**

- Edu Leader Virtual Conference in June 2020.
- Impact of COVID 19 on Public Health Education on UNECNI in June 2020.
- International Yoga Day by AUUP in June 2020.
- Make a career in Cyber Security after School in June 2020.

➤ **Paper Presented & Publications Details**

- An Analysis of the Challenges faced by entrepreneurs in International Research Journal of Management, scie, Volume :- 10, Page no :- 26-33(2019), Date of publication :- 10/10/2019 - (Scopus)