



**AMITY**  
**UNIVERSITY**  
UTTAR PRADESH

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

**Annual Report: 2020-21**

## I. INTRODUCTION

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

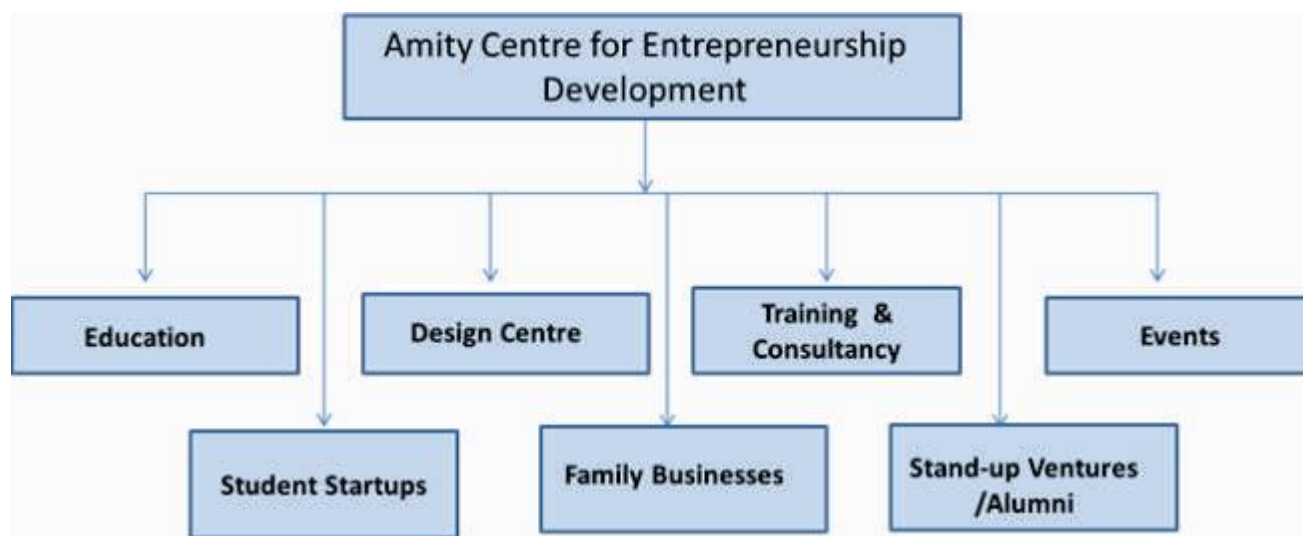
Amity Centre for Entrepreneurship Development (ACED) was mooted in July 2014 with the Mission Statement of providing excellence in undergraduate and post graduate education in the field of Entrepreneurship with a Vision of developing global entrepreneurial mindset citizen, sensitive to professional and 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>Dr. Garima Agarwal</b> Assistant Professor &amp; University E-Cell Coordinator 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

S. No.	Name of the Faculty	Designation	Institute
1	Dr. Nidhi Gupta	Asstt. Professor-II	ABS
2	Mr. Aryakumar Vikrmaditya	Manager – Industry Interaction Cell	AICISM
3	Dr. R. Sujatha	Professor	ABS
4	Dr. Atul Kumar	Asstt. Professor	ACCF
5	Prof. Nitin Garg	Asstt. Professor	AIBS
6	Mr. Raghvendra Tiwari	Relationship & Placement Manager	ASIBAS
7	Dr T.P. Singh	Asstt. Professor	RICS SBE
8	Dr. Mahua Bhattacharjee	Professor	ASE
9	Dr K Manivannan	Asstt. Professor-II	AIHA
10	Dr. Debjani Ghosh	Asstt. Professor-II	CSE-ASET
11	Dr. Pooja Singh	Asstt. Professor-II	CSE-ASET
12	Dr. Anjali Goyal	Asstt. Professor-II	CSE-ASET
13	Dr Richa Sharma	Asstt. Professor-II	ECE-ASET
14	Ms. Monica Kaushik	Asstt. Professor-II	IT-ASET
15	Mr. N. B. Mishra	Asstt. Professor-II	CE-ASET
16	Dr. Vijay Chaudhary	Asstt. Professor-I	ME-ASET
17	Ms. Ruchira	Asstt. Professor	EEE-ASET
18	Dr. Vivek Mishra	Asstt. Professor-II	AICCRS
19	Dr. Anna Nath Ganguly	Asstt. Professor-I	AISS
20	Dr. Manoj Chandra Garg	Asstt. Professor-I	AIES
21	Dr. Ashima Singh	Asstt. Professor-III	ASCO
22	Dr. Simple Kumar	Lecturer	AIHSR
23	Dr. Baijnath Roy	Asst. Professor-III	AIOT
24	Dr. Divya Agarwal	Asst. Professor-III	AIAS
25	Dr. Sonal Chauhan	Asstt. Professor-II	AIAS
26	Dr. Prachi Singhal	Asstt. Professor-I	AIAS
27	Ms Deepti Madhura	Asstt. Professor	AIE
28	Dr. Amit C Kharkwal	Dy. Dir and Assoc. Prof	AIMT
29	Dr. Reena Singh	Asstt. Professor-III	AIESR
30	Dr. Nivedita Gupta	Asstt. Professor	AIESR
31	Dr. Devendra Nath Ojha	Asstt. Professor-I	AISSR
32	Dr. Dhruv Kumar	Professor	AIMMSCR
33	Dr. Kajal Kanchan	Associate Professor	AIMMSCR

34	Dr. Neha Sharma	Associate Professor	AIFT
35	Dr. Avneet Kaur	Asstt. Professor	AIPP
36	Dr Puran Singh	Asstt Professor-I	AIT
37	CS Monica Suri	Faculty	ALSN
38	Prof. Nidhee Chaudhary	Professor	AIB
39	Dr. Rajeev Kumar	Asstt. Professor-III	AIB
40	Dr. Smriti Shrivastava	Asstt. Professor-III	AIB
41	Dr. Reshma Rani	Asstt. Professor-II	AIB
42	Dr. Surabhi Soni	Asstt. Professor-I	AIB
43	Dr. Benu Kumar	Asstt. Professor-III	AIB
44	Mr. Vishal Patel	Asstt. Professor-I	AIB
45	Dr. Debarati Paul	Associate Professor	AIB
46	Dr. Shazia Rashid	Asstt. Professor-III	AIB
47	Dr. Rajesh Jangade	Asstt. Professor-III	AIB
48	Dr. Prabhanshu Kumar	Asstt. Professor-III	AIB
49	Dr. Neha Goyal	Asstt. Professor-II	AIBAS
50	Dr. Sunny Dhir	Asstt. Professor	AIVI
51	Dr. G. Karthikeyan	Associate Professor	AIVI
52	Dr. Robin Kumar	Asstt. Professor-III	AINT
53	Dr. Priyanka Singh	Asstt. Professor	AIFS
54	Dr. Manisha Mann	Asstt. Professor	AIFS
55	Dr. Rashmi Vashisth	Asstt. Professor-II	AIIT
56	Ar. Varish Vijay Panchal	Asstt. Professor	ASAP
57	Dr. Ayan Basak	Asstt. Professor-II	ASH
58	Dr. Sofia P. Das	Asstt. Professor	AIMST
59	Dr. Manpreet Manshahia	Asstt. Professor	ASFT
60	Mr.Sudipto Mandal	Asstt. Professor	ASFA
61	Mrs. Smriti R Sethi	Asstt. Professor	AIPS
62	Ms. Sarika Kapoor	Asstt. Professor (German)	ASFL
63	Dr. Jasmine Kaur Chawla	Asstt. Professor-I	AIPT
64	Dr. Ramanpreet Walia	Associate Professor	AIP
65	Nitesh Chauhan	Sr. Manager - CRC	AIP
66	Dr Sudhir Nadda	Asstt. Professor	AISST
67	Dr. Parikshit Sharma	Asstt. Professor	AITT
68	Dr. Tulika Rohatgi	Asstt. Professor-II	ASD
69	Ms. Archana Chaturvedi	Asstt. Professor-II	ASD
70	Mr. Anuj Srivastava	Asstt. Professor	AIRS
71	Dr. Ajit Kumar	Asstt. Professor	ASPESS
72	Dr. Dhananjay Gaikwad	Asstt. Professor	AIOA
73	Udai Pratap Singh	Asstt. Professor-I	AIALS
74	Ms. Richa Sharma	Asstt. Professor	ASNRSD
75	Dr. Shreesh K Pathak	Asstt. Professor-II	AIIS
76	Dr. Rajesh Kumar Saluja	Asstt. Professor-II	AIAE

77	Mrs. Lakshmi Ramesh	Asstt. Professor-II	AIPAS
78	Dr. Sabyasachi Chattopadhyay	Asstt. Professor-II	AIGIRS
79	Dr. Ragini Sahai	Associate Professor	AIA
80	Dr. Swapnil Kumar	Asstt. Professor-II	ASFD
81	Dr. Vartika Singh	Asstt. Professor	AIGWES

## 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 the 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. The 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.

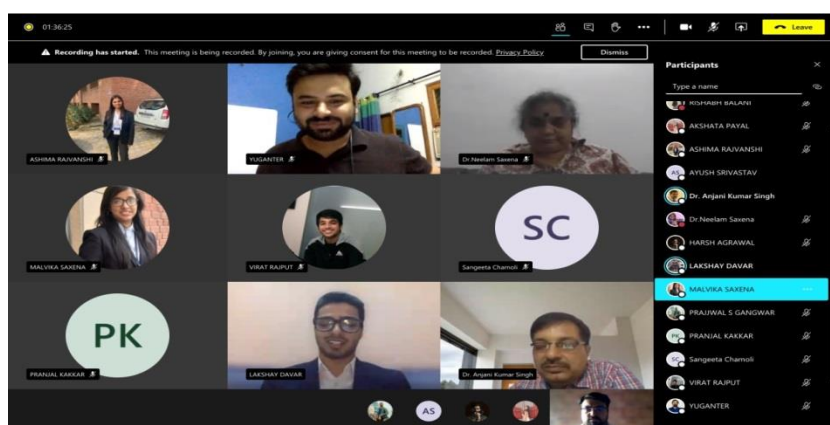
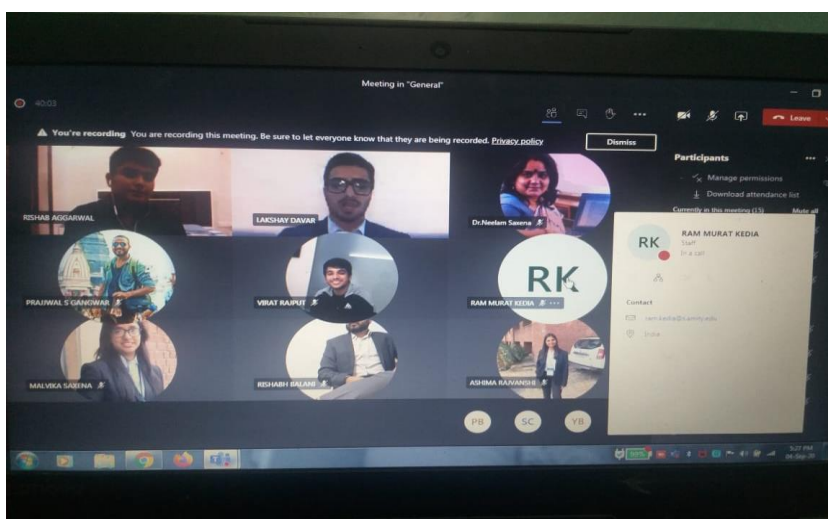
#### Year 2020-21

In the Year 2020-21, following courses were offered to the students of the university.

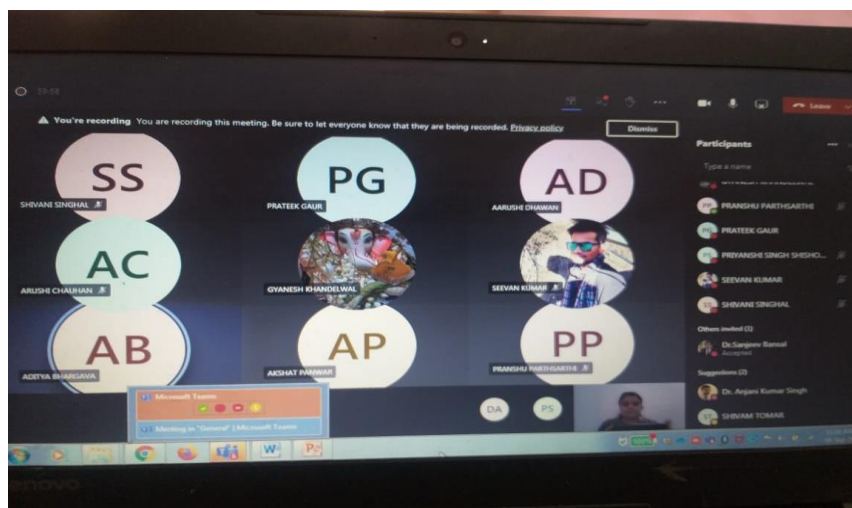
Semester	Courses Offered	Course Code	Level	Students Taught
	Introduction to Entrepreneurship (IE)	ENTR 201	UG	06
	Basics of Entrepreneurship (BE)	ENTR 706	PG	14
	Global Entrepreneurship-I (GE-I)	ENTR 102	UG	87

<b>Odd</b>	Global Entrepreneurship-II (GE-II)	ENTR 202	UG	91
	Advanced Global Entrepreneurship-I (AGE-I)	ENTR 607	PG	84
<b>Even</b>	Global Entrepreneurship-I (GE-I)	ENTR 102	UG	76
	Global Entrepreneurship-II (GE-II)	ENTR 202	UG	19
	Advanced Global Entrepreneurship-I (AGE-I)	ENTR 607	PG	21

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







## 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

## Annual Report 2020-21

# Scoring Rubric for Employability, Enterprise and Entrepreneurship

## Part B) RUBRICS FOR ASSESSMENT: Entrepreneurial Skill

### ASSESSMENT PARAMETERS:

- Idea Generation
- Opportunity Evaluation
- Creativity & Innovation
- Feasibility & Sustainability
- Entrepreneurial Intent & Outcome

### SCORING:

- Unsatisfactory(0):** Characteristic a student performance does not display any of the desired target activity
- Need Improvement (1):** Characteristic a student performance the evidence some articulation of the desired target activity
- Developing (2):** Characteristic a student performance that contains some articulation of the desired target activity
- Meets expectations (3):** Characteristic a student performance that evidence the desired level of skills acquired
- Proficient (4):** Characteristic a student performance that evidence the desired level of skills acquired and evidence mastery of the target activity

### TOOLS USED FOR ASSESSMENT:

- Start-up Vision Development of Start-up
- Business Plan of a Start-up
- Business Plan for Family Business Development
- Technology & Design Project
- Discussion / Major Project

### COMPOSITION OF ASSESSMENT BOARD

- Entrepreneurship Skill Developer
- 1-4 cell member
- Programme Coordinator/Teacher from each institution

### SCORE SHEET: INDIVIDUAL

If the student score between	Outcome Assessment Level
1-2	Unsatisfactory
3-4	Need Improvement
5-6	Developing
7-8	Meets Expectations
9-10	Proficient

### SCORE SHEET: PROGRAMME BATCH

Outcome Assessment Level	Percentage of students
Unsatisfactory	
Need Improvement	
Developing	
Meets Expectations	
Proficient	

Parameters / Assessment criteria	Indicator 1 (0)	Indicator 2 (1)	Indicator 3 (2)	Indicator 4 (3)	Indicator 5 (4)	Score
1	Increasing knowledge from variety of disciplines, sources or fields in order to develop innovative ideas to apply in current or future situation	Acquired knowledge from other field is not clearly integrated, preventing the development of innovative ideas	Acquired knowledge from other field is partially integrated, preventing the development of innovative ideas	After innovative ideas have been developed as a result of integrating a variety of disciplines and fields	Most of the innovative variety of disciplines, sources and fields is developed as a result of integrating a variety of disciplines and fields	Knowledge from the innovative variety of disciplines, sources and fields is developed as a result of integrating a variety of disciplines and fields
2	Identify key issues and concerns to a problem statement for the business opportunity	Does not present a comprehensive of the situation to be solved to identify key issues	Does not present a comprehensive of the situation to be solved to identify key issues	Does not present a comprehensive of the situation to be solved to identify key issues	Does not present a comprehensive of the situation to be solved to identify key issues	Does not present a comprehensive of the situation to be solved to identify key issues
3	Analysing an existing environment and identifying areas for improvement or 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	The analysis of the environment was limited and areas for improvement were not identified
4	Demonstrate ability to identify and evaluate information regarding the market and team	Identification of search, selection or source information skills was not identified	Identification of search, selection or source information skills was not identified	Identification of search, selection or source information skills was not identified	Identification of search, selection or source information skills was not identified	Identification of search, selection or source information skills was not identified

Parameters / Assessment criteria	Indicator 1 (0)	Indicator 2 (1)	Indicator 3 (2)	Indicator 4 (3)	Indicator 5 (4)	Score
5	Identifying who is going to be benefited by the innovation and what way (it) can (Potential/Target audience)	Identified who is going to be benefited by the innovation	Identified who is going to be benefited by the innovation	Identified who is going to be benefited by the innovation	Identified who is going to be benefited by the innovation	Identified who is going to be benefited by the innovation
6	How are the benefits/costs of the proposed solution superior to the Competitor?	No comparison is mentioned	Key direct comparison is identified and the benefits and costs of each are not quantified and explained in specific language	Key direct comparison is identified and the benefits and costs of each are quantified and explained in specific language	Key direct comparison is identified and the benefits and costs of each are quantified and explained in specific language	Key direct comparison is identified and the benefits and costs of each are quantified and explained in specific language
7	Assessing innovation i, technology, risk and benefits i, Feasibility & Sustainability	Does not have ability to assess the integration of technology and the risks and benefits	Has ability to assess the integration of technology and the risks and benefits	Has ability to assess the integration of technology and the risks and benefits	Has ability to assess the integration of technology and the risks and benefits	Has ability to assess the integration of technology and the risks and benefits
8	Entrepreneurial Intent and outcome	Individual is not able to come up with a business idea for a plan	Individual is not able to come up with a business idea for a plan	Individual is not able to come up with a business idea for a plan	Individual is not able to come up with a business idea for a plan	Individual is not able to come up with a business idea for a plan

Faculty Signature: \_\_\_\_\_

## 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 highlights the students plan of starting their own venture.

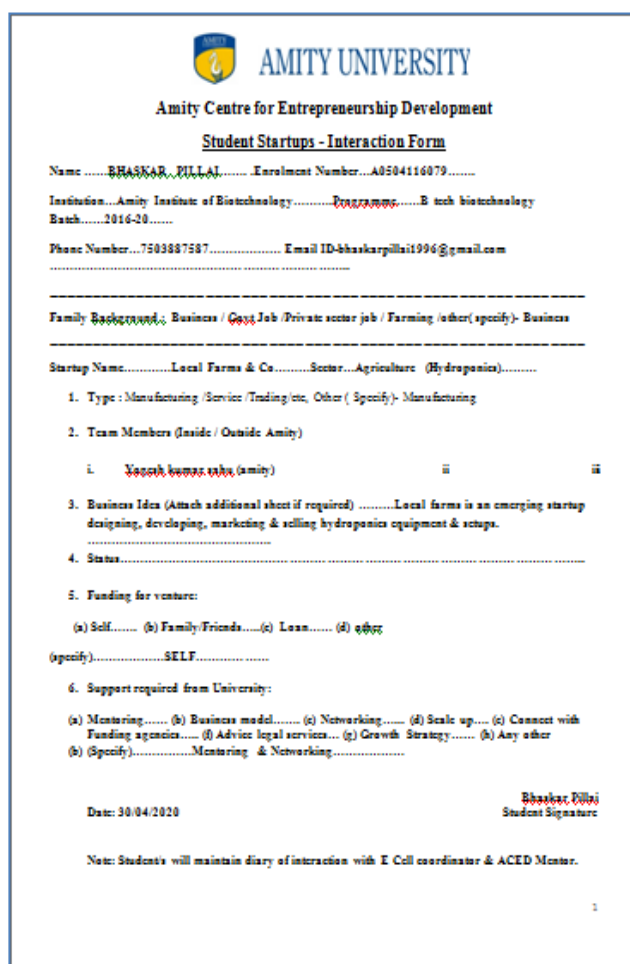
## II.IV Support for Students Start-ups / Family Business (2020-21)


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/off-line meetings were scheduled with students for start-up/family Business with different institutions along with

their E-Cell Coordinator. The students are being guided for their business ideas/plans as per the following categories:

- 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 modelling.

### 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 ~~Business~~ Business / ~~Job~~ Job / Private sector job / Farming / other (specify) - Business


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Startup Name..... Local Farms & Co..... Sector..... Agriculture (Hydroponics).....  
 1. Type : Manufacturing / Service / Trading / etc, Other (Specify) - Manufacturing  
 2. Team Members (Inside / Outside Amity)  
 i. ~~Vijay Kumar Singh~~ (amity) ii. iii.  
 3. Business Idea (Attach additional sheet if required) ..... Local farms is an emerging startup designing, developing, marketing & selling hydroponics equipment & setups.  
 4. Status.....  
 5. Funding for venture:  
 (a) Self..... (b) Family/Friends..... (c) Loan..... (d) ~~Other~~  
 (specify)..... SELF.....  
 6. 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  
 (h) (Specify)..... Mentoring & Networking.....

Date: 30/04/2020  
  
 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 Debey, Enrolment Number A2399816075  
 Institution ASET Programme B.Tech(CSE) Batch 2016-2020  
 Phone Number 9581129731 Email ID santibdebey177@gmail.com

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Name of Business Firm SAVESOLHEALTHCARE PVT LTD.  
 Sector Pharmaceutical

- Type: Manufacturing (Specify) Manufacturing Turnover (PA) 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: Adhik Debey 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
  - Leadership development strategy
  - Governance and Succession Planning
  - Investment planning
  - Advice legal services
  - Discussion on growth strategy
  - Change and adoption in family firm
  - Lean Approach
  - Any other (specify)

Date \_\_\_\_\_ Student Signature Rupak Debey  
 Note: Student's will maintain a diary of interactions.

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### Start-ups identified and mentored in 2020-21

S. No.	Name of the Department	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 the Incubatee	Sponsored by (Self /others)	Evidence (Upload)• e- sanction order of the University for the start ups on campus• Contact details of the promoters for information• Any additional information (Add file)
1	AIOA	Neem Tree Agro Private Limited	Agriculture Technology	02-03-2021	9716986319	Other	Other	Delhi NCR	Nishant Chauhan	Self	GST No. 07AAHCN4696D1Z8; PAN No. AAHCN4696D; DIN No. 09088443; Certificate of Recognition (DIPP76819); Certificate of Incorporation (U01110DL2021PT C377793)
2	AIIT	Webasko web services opc pvt	Service	19-09-2018	9911381863	Self start-up	Self start-up	Self start-up	Aakansha Sharma	Self	GST No. 09AACCW2817J1Z4

		ltd									
3	AIIT	A8 Tech X	Consultan cy Services	02-12- 2020	Self- 8860600386	NA	NA	Noida	Abhivyakt i Jain	Self	Udyam Registration No. UDYAM-UP- 29-0010680
4	ASET (ECE)	D custom nation	Technologi cal Innovation	06-10- 2020	7011355981	D custom nation	New Delhi	New Delhi	Divyam Dalal	Not sponsored	GST No. 07DBGPD8768G2Z B
5	ASET (ECE)	Hawaiid da Aerial Innovatio ns Pvt. Ltd	Service	13-08- 2020	7903123146 , 8439752827	NA	NA	Ghaziabad	Gitesh Sagar Vipin Kumar	self	CIN No. U29309UP2020PTC 132619
6	ASET (ME)	Vertitech ventures LLP	Soil Less Agriculture	08-06- 2021	adityasingla 6645@gmai l.com, Ph. No. 9051663532	other	Self	Delhi	Aditya Vikram Singla	Self	DIN No. 0009241745
7	AISS	Humans for Humanity (NGO)	NGO	27-10- 2017	self funded 8527537277	No incubation centre. Since NGO is registered	NA	NA	No incubation centre as the NGO was registered and launched (ANURA G CHAUHA N(MSW)	self	NGO Registration No. IN- DL40600752529763 P; Contact: 9971115102 (The NGO is not like other businesses so it does not have GST, DIN no. Also, the NGO was never incubated and it was already registered.

8	AIHA	Homeocure Clinic	Service	16-02-2021	+91 76680 38892	Amity University	AUUP	Noida	Dr. Sonal Suhkija	self	Doctor Registration No. H-0934
9	AIAS	Chachi Chaupati	Online boutique store	09-03-2021	8802378890	AIAS	AIAS	Delhi	Ishita Bansal	Self	Udyam Registration Number- UDYAM-DL-02-0014322; <a href="https://instagram.com/chachi_chaupati?utm_medium=copy_link">https://instagram.com/chachi_chaupati?utm_medium=copy_link</a>
10	AIAS	Greeny Farm	Agriculture based	25-05-2020	7027112176	Amity University	Amity University	Noida	Vaibhav	Self	GST Registration Number: 06AAVFG2660F1Z9
11	AIAS	Green Ugao	Farming sector	07-04-2021	8960428642	Other	H.No.29, Raoganj, Kalpi, Uttar Pradesh	Kalpi, Uttar Pradesh	Nishi Gupta	Self	Udyam Registration Number- UDYAM-UP-37-0001623
12	ASE	Invictus (E Commerce Venture)	Manufacturing	23-09-2021	8755477673	Other (NA)	Hapur	Meerut	Akash Asthana	Self	Udyam-UP- 76-0003192
13	ASE	JAZBA HELPING HANDS	NGO	14-05-2021	9873236506	Other (NA)	Delhi	Delhi	Vishrut R. Asthana	Self	Registration No. S-E/1701
14	ASE	HEXUN GLOBAL	E waste Management	28-09-2021	8920917539	Other (NA)	Uttar Pradesh	Noida	Utkarsh Upadhyay	Self	GST Number : 09AKJPU2708G1ZW
15	AIB	FMD	Manufacturing and trading	27.01.2021	7982234445	Other	NA	New Delhi	Vikrant Singh	Self	Registration No. IN DL36309172036898 T; Website under process

16	AIB	Archon media Inc.	Service Innovation	29.1.2015	Anzer shadani abbasi, 7982547504, 7982541504	NIL	NIL	NA	Saweza Hashmi	Anzer shadani abbasi	Registration No:10ABBFA73591 2ZK; Date of Registration 29th Jan 2015; www.archonmedia.in ; Insta handle- archon_media 7982547504
17	AIB	VELLION TECH PRIVATE LIMITED	APPAREL Virtual Shopping Platform	15.04.20 20	9163915873 8178241894	Amity University, Noida	Amity University, Noida	SECTOR-125, NOIDA	Shaklin Sultan	Self	JKSPS9629Q (DIN); U72900DL2021PTC 387322 (CIN); https://www.amity.edu/aii/ https://amity.edu/amity_innovation_incubator.aspx
									Ankit Kumar		
									Shilpick Kabiraj		
18	AIB	Local Farms & Co	Agriculture (Hydroponics)	02.08.20 19	7042998619 (Yogesh Kumar Sahu)75038 87587(Bhas kar)	NIL	NIL	NM	Bhaskar Pillai	self	GST No. 06AAIFL4733F1ZF; Website- www.localfarms.net.in
									Yogesh Kumar Sahu		
19	AIB	Life Service	Health Services Provider	28-02-2022	9818675344	Amity	Amity Sector 125	Noida	Shubham Atri	Bootstrapped	Udyam Registration No. UDYAM-DL-09-0006433
20	AIB	Life Service	Health Services Provider	28-02-2022	9868928822	Amity	Amity Sector 125	Noida	Yash Tomar	Self	Udyam Registration No. UDYAM-DL-11-0029120



21	AIB	Life Service	Health Services Provider	28-02-2022	9871918282	Amity	Amity Sector 125	Noida	Jenisa Ramprasad	Self	Udyam Registration No. UDYAM-UP-28-0036465
22	AITT	Travel Hippo	Travel Agency (Tourism Sector)	29.10.2020	7665411234	None	None	None	Shrey Kothari	Self	GST No. 08BSNPK1789A1ZK
23	AITT	Bookmydramzz	Travel agency	07.10.2020	9953302150	None	Platinum Heights Sector 18b, Dwarka	New Delhi	Paras Gulati	Self	GST No.- 07CRHPG8813R1Z3
24	AITT	Niwach	Food Vending venture	18.03.2021	9828657664	None	189, Mahaveer Nagar, Ramdawara, Sanganer, Jaipur	Jaipur	Jagdish Singh	Self	Food Licence Reference No.- 30210318107858009
25	ASFT	Eva Bansal	Manufacturing	01-10-2021	9821025488	NA	NA	NA	Eva Bansal	self	GST No. 03DVLBPB5451H1ZS; <a href="https://instagram.com/evabansal?utm_medium=copy_link">https://instagram.com/evabansal?utm_medium=copy_link</a>

26	M.Tech. AE, AIAE	Dhruv Aerospace	Services (Scientific Research & Development)	20-10-2021	8160242331	Amity	Block - F2 Amity University Uttar Pradesh Sector-125, Noida-201313	Noida	Dhruv Panchal	Self	UDYAM-GJ-01-0125116
27	B.Tech. AE	Garuda Automation	Manufacturing & development of robotics & UAVs for various platforms	28-09-2021	8527025494	Amity	Block - F2 Amity University Uttar Pradesh Sector-125, Noida-201313	Noida	Prajwal Bakkaya	Self	07DYKPB9921A1ZM (GST) / UDYAM-DL-06-0038399
28	AIP	Gamediet	Service	10-01-2021	9718884336	Amity	Amity Rd, Sector 125, Noida, Uttar Pradesh 201301	Noida	Vaibhav Goel	Self	UDYAM-DL-02-0006997; <a href="https://drive.google.com/file/d/1DJ7p8HYoBhipfDFLknXrvvcz7w17mbHH/view?usp=sharing">https://drive.google.com/file/d/1DJ7p8HYoBhipfDFLknXrvvcz7w17mbHH/view?usp=sharing</a>
29	ASB	Clubdiaries-Nushala	Education Management	29-09-2019	7766825609	Amity University, Noida	Gautam Budh Nagar	Noida	Divyam Agarwal	self	CIN NO. UP74999UP2019TTC120960 & GST No. 09AAICC3691G1ZF

30	ASB	Fluidic Solutions	Manufacturing	12-06-2020	8587905552 ; 31, South Patel Nagar, New Delhi-110008	None	Gautam Budh Nagar	Noida	Udit Kakkar	Self	GSTN-07GKEPK8430A1ZE; E-mail: udit@fluidic3d.com
31	Ph. D., ABS	Yagyasayz ...Evolve! Educate! Establish!	Educational Consultancy	26.03.22	9871887906	F -2,302, ACED	Sector 125 Noida	Noida	Yagbala Kapil	Self	UDYAM-DL-05-0014591; www.yagyasayz.com
32	ABS	aasspass.in	Advertising	Aug-21	7042299597	NA	NA	NA	Lakshay Jindal	Self	GST No. 09AQGPJ7114E1Z0; Company is aasspass.in, it's a subsidiary of MR Inc.-Business Consultants, hence sharing MR Inc. GST No. Certificate will be shared as soon as we get
33	ABS	wholesale homeindia.com	Sales	Feb-22	7988618114	NA	NA	NA	Rohan Gupta	Self	URL( <a href="https://wholesalehomeindia.com/">https://wholesalehomeindia.com/</a> )
34	ABS	themysticmantra.com	FMCG sales	Oct-20	7378571306	NA	NA	NA	Monika Agrawal	Self	GST No. 09BWDP6307E1ZY
35	ABS	Cereal Store	FMCG	Oct-21	9871023443	NA	NA	NA	Pranjal Kakkar	Self	GST No. 09CVJPK0525N3Z6
36	RICS	Baywash	Carwash Company	13-04-2017	Sachin Sangwan	Built-Tank,	RICS SBE	Noida	Sachin Sangwan	Self	LLPIN/CIN/Form INC-1 Ref No U50400HR2017PTC

											068584
37	RICS	RUBIKS (Pindexx Enterprises Pvt. Ltd.)	RUBIKS is yet to explore its new dimensions in Built environment. It's currently working to unveil PMC and Asset management.	16-06-2020	K. Pavan Kumar Reddy: pavankumarreddy.k@s.amity.edu	Built-Tank,	RICS SBE	Noida	K. Pavan Kumar Reddy	Self and NIMISH GUPTA, DEEPA GUPTA, ADITYA SHARMA	LLPIN/CIN/Form INC-1 Ref No U70103TG2020PTC 140888
38	RICS	DIY Schools	Start-up	03-06-2020	+91 9889999166	Built-Tank,	RICS SBE	Noida	E Suraj Kumar	Self and Raghendra Verma (Co-Founder), Ragvendra.verma@diyschools.com, +91 9889999166	09AAHCD7589B1ZC; CIN U80301UP2020PTC 129021

39	RICS	Evolergy Renewables LLP, Rishi Builders (India) Pvt Ltd	Start-up	25-01-2018	9430233555	Built-Tank,	RICS SBE	Noida	Avinash Rai	Self	GST No. 10AAGFE9337G1ZN; FLLPIN (AAL-8413)/DIN/PAN 8824717
40	RICS	My Forestree	Green Initiative (green interior materials which are eco-friendly)	2017		Built-Tank,	RICS SBE	Noida	Naahin Wazir Arif ; Sainyam Jain ; Aaditya Sharma; Vinay Chaudhary	Self	NA
41	AIBS	Glacier Impex	Service	19-08-2019	9650117353	AIBS E-Cell	AUUP Noida	Noida	Ukasha Firozi	Self	U51109DL2000PTC 107311; 7621918
42	AIBS	COULOMB EV SOLUTIONS PRIVATE LIMITED	Service	10-06-2019	8377916774	AIBS E-Cell	AUUP, Noida	Noida	Tarandeep Singh Ratra	Self	U74999DL2019PTC 353498; 8529948
43	AIBS	UNISPADE TECHNOLOGIES PRIVATE LIMITED	Service	20-05-2020	8750688219	AIBS E-Cell	AUUP, Noida	Noida	Vishwavijay Devendra Kumar Rana	Self	U74999UP2019PTC 122411; 8589003

44	AIBS	PARKSM ART TECHNO LOGIES PRIVATE LIMITED	Service	01-07- 2019	9971742678	AIBS E- Cell	AUUP, Noida	Noida	Ratan Sethi	Self	U74999DL2019PTC 358401; 5330279
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**Family Business identified and mentored in 2020-21**

S. No.	Name of the Department	Programme	Name of the Family Business	Nature of Family Business	Date of commencement (DD-MM-YYYY)	Contact information	Address	Name of Student	Position in the family business
1	ACCF	B Com (H) Eve	Paragarh Enterprises	Retailing	01.06.2021	9953136273	Noida	Mr SHIVAM THAKUR	Manager
2	ACCF	B Com (H) Eve	Impex Agro Industries	Pesticide	01.06.2021	01141490739	Delhi	Mr PRANSHU GUPTA	Manager
3	ACCF	B Com (H) Eve	DNA ENERGY PRIVATE LIMITED	DNA ENERGY PRIVATE LIMITED	01.06.2021	8974609382	DINESH OJHA PATH, BHANGAGARH NEAR HKV SCHOOL City GUWAHATI	Mr RAJU PRASAD SHAH	Owner
4	ACCF	B Com (H)	Sanya Exports	Manufacturer and Exporter	01.06.2021	9818230335	Krishna Nagar, Delhi	Mr YACHIT NARANG	Production Head
5	ACCF	B Com (H)	Aslomal Vijay Kumar	Manufacturer and Exporter	01.06.2021	9837119977	Chata Bazar, Mathura	Mr TANMAY AGRAWAL	MD

6	ACCF	B Com (H)	DELHI TRADING CO. 6102, DEVLOK GALI GANDHI NAGAR DELHI : 110031	Traders	01.06.2021	9999112129	Model Town, Delhi	Mr VAIBHAV JAIN	Manager
7	ACCF	B Com (H)	Shri Purnagiri Industry, Uttaranchal	Rice Manufacturer	01.06.2021	9719330555	SHRI PURNAGIRI INDUSTRIES SITARGANJ ROAD KHATIMA City KHATIMA State Uttaranchal	Mr KUSH AGARWAL	Account Manager
8	ACCF	B Com (H)	Bhagwati Timber & Plywood Co.	Retailing	01.06.2021	9481950908	Faridabad	Mr VARDAAN DAHIYA	Manager
9	ACCF	B Com (H)	Bhagwati Timber and Plywood	Trading	01.06.2021	9910003809	Delhi	Mr VARDAAN BATRA	Manager
10	ACCF	B Com (H)	Sri Soorya Sago Factory, Attur Tk, Salem - Dt.	Flour Manufacturer and Supplier	01.06.2021	9443351053	Tamil Nadu	Mr AAKASH P	Manager



11	ACCF	B Com (H)	Baidyanath Chandra.. potato and onion merchant	Vegetable Merchant	01.06.2021	7478476752	Sec 76, Noida	Mr ANIKETH CHANDRA	Owner
12	ACCF	B Com (H)	NISCO Surgical and Allied Product	Trader	01.06.2021	9793400655	Kanpur	Mr MIHIR RASTOGI	Operation Head
13	ACCF	B Com (H)	Bharat Saree Kendra, Karnal	Clothing	01.06.2021	7453977000	Karnal	Mr PARTH GARG	Store Manager
14	ACCF	B Com (H)	Ritesh Steels, Hapur	Retailing	01.06.2021	7060943081	108/1 JAIN LOK KOTHI GATE, Hapur	Mr SAMYAK JAIN	Manager
15	ACCF	B Com (H)	SRL Enterprises	Dealer	01.06.2021	9667926089	C-64 MITRA ENCLAVE POCKET 7 OMEGA 2 GREATER NOIDA City GREATER NOIDA State Uttar Pradesh	Mr DHRUV GARG	Sales Representative

16	ACCF	B Com (H)	Mahe Weaving Industry, Katra	Retailing	01.06.2021	9839418006	Katra, J&K	Mr ISHRAT ALI ANSARI	Manager
17	ACCF	B Com (H)	Imoex Agro Industries	Pesticide	01.06.2021	8057659282	H.NO.855/37A AMBA VIHAR KHALAPAR City MUZAFFARNA GAR State Uttar Pradesh	Mr MUSHARAF HASAN	Manager
18	ACCF	B Com (H)	Impex Agro Industries	Pesticide	01.06.2021	8057659282	H.NO.855/37A AMBA VIHAR KHALAPAR City MUZAFFARNA GAR, UP	Mr KARAN VASUJA	Manager
19	ACCF	B Com (H)	Aggarwaol Iron and Steel Co, Muzaffarnag ar	Trading	01.06.2021	9258015121	15 RAINBOW VIHAR, NEAR D.M. HOUSE ,MEERUT ROAD, MUZAFFARNA GAR, U.P.	Mr SHIVAM MITTAL	MD

20	ACCF	B Com (H)	AL Fazar Steel	Scrap Dealer	01.06.2021	7060437883	MOHALLA MANAKCHAND POST AND TEH NAGINA, UP	Mr AKASH AGARAWAL	Manager
21	ACCF	B Com (H)	AL Fazar Steel	Scrap Dealer	01.06.2021	7060437883	MOHALLA MANAKCHAND POST AND TEH NAGINA, UP	Mr MOHD SUHAIL	Manager
22	ACCF	B Com (H)	Jain Abhushan Palace, Muzaffar Nagar	Jewellery Dealer	01.06.2021	9997915861	397/2 KAMBALWALA BAGH, GANNA VIBHAG VALI GALI, NEW MANDI MUZAFFARNA GAR, UP	Mr TANMAY JAIN	Partner
23	ACCF	B Com (H)	Aman Paper Mills, J&K	Manufacturing	01.06.2021	9419210445	GREEN PARK COLONY, WARD NO.14 H.NO.14 KATHUA J&K	Mr TAVISH BAWA	Manager

24	ACCF	B Com (H)	MA Aziz, CP. Delhi	Kashmiri Art Manufactu rer, CP, Delhi	01.06.2021	8377953825	D102 UGF FREEDOM FIGHTER ENCLAVE New Delhi 110068	Mr MOHAMMAD ZAMIN IMTIYAZ	Manager
25	ACCF	B Com (H)	Pari Fabrics, Delhi	manufactur er and Exporter	01.06.2021	9958526947	Krishna Nagar, Delhi	Mr KRISH SADH	Sales Manager
26	ACCF	B Com (H)	Shubham Feed Products, Uttarakhand	Manufactu rer	01.06.2021	9412089951	Vikrampur, Uttarakhand	Mr BHARAT AGARWAL	Super Viser
27	ACCF	B Com (H)	ASPEN Online Pvt. Ltd., Faridabad	Software	01.06.2021	8851559229	Sec 14, Faridabad	Mr VATSAL MAHAJAN	Accountant
28	ACCF	B Com (H)	SNS Garments, New Delhi	Shop	01.06.2021	9560579161	Surajmal Vihar, Delhi	Ms MANSI SARBALIA	AM - Accounts
29	ACCF	B Com (H)	M V Creation	Garment Manufacture	01.06.2021	8860939917	A-159 SURYA NAGAR GHAZIABAD UP	Mr ARYAN JAIN	Production Manager
30	ACCF	B Com (H)	JAS Contractor Pvt. Ltd., Greater	Contractor	01.06.2021	9999004462	VILLAGE- BADALPUR P.O.- DHOOM DADRI, UP	Mr TUSHAR NAGAR	Manager

			Noida						
31	ACCF	B Com (H)	Goyal Trading Company, Uttarakhand	Agency	01.06.2021	9927054493	GOYAL AGENCY PILI BHIT ROAD KHATIMA UK	Mr SHIVAM KUMAR GOYAL	Manager
32	ACCF	B Com (H)	New Vivek Jewellers, UP	Jewellery	01.06.2021	9161313110	SHAHPURTHA NA CHANDRAGUP TA NAGAR HOUSE NO. 551- O LANE NO. 1, UP	Mr MANAS BARANWAL	Account Executive
34	ACCF	B Com (H)	Hariom Media Services, Delhi NCR	Media	01.06.2021	9313931665	Laxmi Nagar, Delhi	Mr ASHUTOSH SHUKLA	Manager
35	ACCF	B Com (H)	Edusoft Healthcare Pvt Ltd., Delhi	Trading	01.06.2021	9810021174	Pitampura, Delhi	Ms MUSKAAN GUPTA	HR

36	ACCF	B Com (H)	Roy Medical Store, West Bengal	Medical	01.06.2021	9775940484	BY LANE 9,A.C. ROAD INDRAPRASTHA KHAGRA BERHAMPORE, WB	Mr KUSHAL ROY	Account Executive
37	ACCF	B Com (H)	SS Fashion Apparel, Gandhi Nagar, Delhi	Fashion Apparel	01.06.2021	9910437672	G75/AZAD APT. IP EXTENSION New Delhi	Ms SUFIYA	Account Assistant
38	ACCF	B Com (H)	GM Products Pvt. Ltd., Agra	Ayurvedic Medicines	01.06.2021	9675355559	301, NALANDA PRIDE KHANDARI AGRA, UP	Mr ASHISH GARG	Assistant
39	ACCF	B Com (H)	Yadav Travels Ltd., Jhansi	Travel	01.06.2021	8719091323	JHANSI TIRAHA, YADAV TRAVELS OPP. CHURCH, JHANSI TIRAHA SHIVPURI, MP	Mr DEVRATH YADAV	Manager
40	ACCF	B Com (H)	Manju Fabrics - A Startup	Designer Clothing	01.06.2021	8130801199	Janak Puri, Delhi	Mr GURKEERAT SINGH WALIA	Manager
41	ACCF	B Com (H)	BioNexus Healthcare	Pharma	01.06.2021	9868005568	S/O ASHOK KUMAR RANA ,H.NO-21, NEAR SHIV MANDIR	Mr ABHINAV PRATAP	Manager

							TIGIPUR, BAKHTAWAR PUR, NORTH WEST, DELHI		
42	ACCF	M Com	Labhanya Printing Press, Guwahati	Printing	01.06.2021	9706164001	CHANDRA KANTA HAZARIKA PATH, GUWAHATI ASSAM	Mr UDIPTA SHANKAR HAZARIKA	Business Development Officer
43	AIPP	MA (PPG)	Eastern Christ	Educational	43952	9436205677	Padampur	Mathoseto Peseyie	Intern
44	AIPP	MA (PPG)	Balaji Dharam Kanta	Truck Weighting Machine	44341	7827141414	B-21/28, side B, UPSIDC Industrial Area, Surajpur, Greater Noida	Hemant Chaudhary	Manager
45	AITT	BA(TA)	Sanya Motors	Used Cars	family business	9810777837	1432-D Baba Fateh Singh Marg Govindpuri New Delhi	Ramandeep Singh	MD
46	AITT	BA(TA)	Balaji traders	Automobile Accessories	family business	9896425529		Nimit Bajaj	Manager
47	AITT	BA(TA)	Utkarsh Vilas	Hotel	family business	7060022133		Utkarsh	Owner
48	AITT	BA(TA)	Taneja Fitting Store	Trading	family business	8375015750		Aman Taneja	proprietor

49	AITT	MTTM	Agriculture	Agricultural Business	04-01-2020	9418014408	village Chaujoli P O Chailnair Tehsil Kotkhai Dist Shimla HP	Vipul Sawant	proprietor
50	AITT	MTTM	Mayflower	Hotel	family business	8472893736		Raunak bora	Manager
51	ABS	MBA(HR)	Shri Ram Infrastructure	Construction	05-Apr-21	8447792598	A-129 Lohia Nagar	KANHA KARIWALA	CEO
52	ABS	MBA(E)	ETC Cargo Ltd.	Trading	09-Aug-21	NA	NA	RISHABH BALANI	Plant Manager
53	ABS	MBA(E)	Gupta Building Material Store	Retail & Internal Trade	01-May-21	NA	NA	SACHIN GUPTA	Sr. manager
54	ABS	MBA(G)	Hari & Co.	iron Merchant	15-Jan-21	9205171402	187, Malin Gali lakhpati mohalla, Hathras 201401	VIDUSHI AGRAWAL	Marketing Manager
55	ABS	MBA(G)	Behari Lal Steel	trading	09-May-21	9953652480	H No 97 sec 5C new shastri nagar 147301	SAMARTH GUPTA	Sales Head
56	ABS	MBA(G)	DNK Chemicals & Coatings Pvt. Ltd.	Industrial Paints	01-Jun-21	9815683299	1629 grd colony sector 39 Chandigarh road Ludhiana Pin code - 141010	RAGHAV SACHDEVA	Director
57	ABS	MBA(G)	PPT	Manufacture	01-Jun-21	9999199854	#184 Model	ISHAN	Manager-



			Industries	ring			Town (151001) Bathinda	JINDAL	Procurement
58	ABS	MBA(G)	Shree Hanuman Hactery (www.shreehanumanhactery.com)	Poultry Farm	NA	9007150319	House 89 sector 11 Huda	LAKSHAY SINGHAL	MD
59	ABS	MBA(G)	Standard Broach Co. Ltd.	Food Industry	02-May-21	9560830610	A-78, Prashant Vihar, Rohini sec-14, Delhi-110085	SARTHAK BANSAL	Director
60	ABS	MBA(G)	Saraswatin Steels (www.saraswatsteels.com)	Trading , Manufacturer	15-Jun-21	9327780333	340, Deepali Enclave Pitampura new Delhi - 110034	ADITYA SINGHAL	Owner
61	ABS	MBA(G)	Samal Group of Companies	Automobile , Contractor, Hospital	07-May-21	8755316579	43/1204, BHANAWASI BHAWAN APARTMENT, BESIDE FALCON HOUSE	JAGDISH SAMAL	Director
62	ABS	MBA(G)	St. Paul High School	Education	01-May-21	9205082071	Vira villa, Bagmali	VINISHA VIRANI	Head HR

63	ABS	MBA(G)	Mohan Lal Hoseiry	Textile	01-May-21	8770787172	MOHAN LAL & SO.,SHOP NO.13/709 SARAFFA BAZAR SAHARANPUR( 247001)	AYUSHI GARG	Marketing Manager
64	ABS	MBA(G)	Sahdeo Industrial Corporation	Electrical MFd	01-May-21	09999649426	292 bank enclave delhi-110092	AKSHAN SAHDEO	Director
65	ABS	MBA(G)	MD &D - Godrej Interiors & Other Multi Business	Retail	12-May-21	9779940294	E-4B Peter Street Khatla, 796001	LALRINDIKA	Proprietor
66	ABS	MBA(G)	Kakkar Associates	Manufacturing	01-May-21	9910684294	281 Model town Ludhiana, Punjab 141003	AADIL KAKAR	Manager - Operations

67	ABS	MBA(M&S)	Priyanka Printing press	Printing & Packaging	NA	7017208741	C49, Phase 2, Alliance Kingston Estate, Kashipur Bypass Road, Rudrapur, US Nagar, Uttarakhand 263153	GAUTAM ARORA	MD
68	ABS	MBA(M&S)	Sethi General Store	Cosmetics	01-May-21	9871613766	201-b MAHESH NAGAR, AMBALA CANTT, HARYANA	RIJUL SETHI	Owner
69	ABS	MBA(RM)	Jagan International	retail outlet	Jul, 2021	9911863678	NA	PULKIT ARORA	MD
70	ABS	MBA(RM)	M/s Brij Kishore and Sons	Cold Storage	10-Dec-20	8920435160	A 24 Block A sector 40 Noida	RAGHAV AGARAWAL	Head
71	ABS	MBA(RM)	Kapil Jewellers	Retail	12-Dec-20	9953808680	135, Sahukara, Pilibhit, 262001	SHIVANG AGARWAL	Owner
72	ABS	MBA(G)	Laxmi Traders	Textile	01-May-21	9582039421	Vill. Girdharpur Chappraula GB nagar	AADHAR NAGAR	Manager

73	ABS	MBA(E)	Jaisat Packaging	Packaging Industry	15-Dec-20	8800236769	Hno 281 sector 64 Ballabgarh Faridabad-121004	ABHISHEK CHOUDHARY	trainee
74	ABS	MBA(E)	Arora Enterprises	Power Coating	01-Jun-21	9818989210	E-94B Second Floor Kirti Nagar New Delhi-110015	GURNEESH SINGH ARORA	Proprietor
75	ABS	MBA(G)	Swabhiman (Retail Shop)	Fashion & Lifestyle	15-Jun-21	9910684294	L-24/5, DLF Phase 2, Gurgaon	NIKHIL AGGARWAL	Manager
76	ABS	MBA(G)	Khushboo Collection (Retail Shop)	Clothing Shop	NA	9911000995	7 Vivekanand puri Sarai Rohilla Delhi -110007	KAMAL JAIN	Partner
77	ABS	MBA(G)	RISHABH BOX INDUSTRIES PVT LTD	MANUFACTURING OF CORRUGATED BOXES	April, 2021	9718361362	4/1444 shalimar park shahadara bhola nath nagar street no-3 delhi-110032	PULKIT JAIN	Director
78	ABS	MBA(G)	General Supply Corporation	Chemical	20-Apr-21	8588006346	3A/203 Azad Nagar Kanpur, 208002	MUSKAN KHANNA	Marketing Manager
79	ABS	MBA(G)	BDM Public School	NPO		9718265545	319, Patti Hulsray, Jawahar Ganj, Siyana , 203412	MANSI GARG	MT

80	ABS	MBA(FINANCE)	Shashank Mining Pvt. Ltd.	Coal Mining	01-Aug-21	9560960579	3A/B Suryakiran apartment north station road Agarpara, Kolkata 700109	SHASHANK SEKHAR SINGH	Executive
81	ABS	MBA(G)	Naman Publishing India Pvt. Ltd.	Publishing	05-Apr-21	09818170861	7/209 Tulsi chabutra Tajganj	NAMAN AGARWAL	Marketing Head
82	ABS	MBA(G)	PR COSMETIC S LLP	BEAUTY CARE PRODUCTS	15-Jul-21	9205082071	Patwara Road Palia Kalan 262902	PRAKHAR ARYA	SALES MANAGER
83	ABS	MBA(G)	Ambika Traders	Cement trading	15-Jul-21	7906374878	9-Nai Basti, Shikohabad Road, Etah, Pin:207001	KSHITIJ GUPTA	Marketing Analyst
84	ABS	MBA(G)	Morni Foods LLP	Hospitality	01-Jul-21	9902670451	326 Mega Dream Homes, Karamchari Nagar, Near Guru School	YASH TANDON	partner
85	ABS	MBA(G)	Panday Pharmaceuticals	Pharma & Surgical Equipment	09-Aug-21	8130235894	C15, Dayal Residency, Ayodhya Road, Lucknow(UP)-226028	ARYAN PANDEY	Jr. Manager

86	ABS	MBA(G)	MG Agro Mills	Manufacturing	01-Jun-21	9560184396	M.B Rice Mill Khatima Road Sitarganj	RISHIKA MITTAL	MT
87	ABS	MBA(G)	Basera Buildtech Pvt. Ltd.	Real Estate	01-May-21	9535351498	CF-302,2ND FLOOR, SALT LAKE, KOLKATA-700064, WEST BENGAL	ADITI AGRAWAL	Marketing Head
88	ABS	MBA(G)	Murari Lal Badam Lal Jain	Jewellery Trading	01-Jul-21	9996054455	21R, model Town, Rewari (Haryana) 123401	UMANG JAIN	Manager
89	ABS	MBA(G)	Rishabh Enterprise	Trading	01-May-21	8826483478	3-E-21 Nehru Nagar Ghaziabad 201001	RISHABH SHARMA	MD
90	ABS	MBA(FINANCE)	Siddharth Plastomer Industries Pvt. Ltd.	Manufacturing Unit	01-Jun-21	9720488059	329 Chow Mandi Railway Road Roorkee	SAKSHI JAIN	Manager
91	ABS	MBA(M&S)	Form Not Submitted	NA	NA	NA	NA	SHUBHAM KAUSHIK	NA
92	ABS	MBA(G)	Kanta Textiles	Handloom	07-May-21	9992100003	32, Bhatia Colony, Assandh Road, Panipat, 132103	LASHIT ARORA	Co-Owner

93	ABS	MBA(E)	AAY KAY Enterprises	Service Provider	01-May-21	8920627605	242, Sector 15A, 121007	BHARGAVI KAUSHIK	Head of Operations and Acquisitions
94	ABS	MBA(E)	Moon Graphics	Printing Advertise ment	June, 2021	8344439444	D 348 Muniyappan kovil St,Gandhi Nagar, Manikkampalayam	GURU SUDHAN A	Manager
95	ABS	MBA(M&S)	Kalyan Agencies	Trading-Sanitary Items	15-Feb-21	9999162820	Near Awadh University, Faizabad	KANISHKA UPPAL	Sales Manager
96	ABS	MBA(E)	M.V CREATION	Retail	20-Apr-21	9560135505	A159 second floor Surya Nagar Ghaziabad UP 201011	MUSKAN JAIN	production manager
97	ABS	MBA(FINANCE)	GSPS Trading Corporation (01-June-2021)	Trading and Distribution	01-Jun-21	9205171402	F1, 36A, NAVEEN PARK, SHYAM PARK EXTENSION, SAHIBABAD, Ghaziabad, U.P. 201005	ANSHIKA SETHI	Asst. Manager
98	ABS	MBA(FINANCE)	LR Traders (01-May-2021)	Trading of Cloths	02-May-21	9327780333	904, Shantiniketan Apartment, front of SD Jain school, Vesu Chokdi, Surat, 395007	LOVELESH RAMPRAKAS H GUPTA	Finance Manager

99	ABS	MBA(G)	A S Steel	Steel Industry	07-Jun-21	9899725797	House No.94 Sector 9 Faridabad Haryana India Pincode-121006	GUNEET CHITKARA	Trainee
100	ABS	MBA(M&S)	Jagdish Enterprises	Chemical Trading	27-May-21	8655413365	602 Umang Apartment Bhatar Road Surat (Gujarat)	RISHABH KEJRIWAL	Purchase & Sales Head
101	ABS	MBA(M&S)	Sai Marbles & Granites, Jagatpuri, New Delhi	Retail	December	8010630100	D 502 Saraswati Apartment Madhu Vihar, Patparganj, I.P Extension, Delhi-110092	MOHIT SINGHAL	owner
102	ABS	MBA(M&S)	Hari International	Handloom	May-20	8685886857	253 SECTOR 12 Huda 132103	HARSH TAYAL	Merchandiser
103	ABS	MBA(M&S)	Makeup Studio	NA	NA	NA	NA	RABIA DAWRA	NA
104	ABS	MBA(E)	Family Business	NA	NA	7002118059	Durga Mandir, Agia Road, Goalpara, Assam- 783101	MADHURJYA DAS	NA
105	ABS	MBA(E)	Family Business	NA	NA	8800144781	KD-11, Kavi Nagar, Ghaziabad- 201002	ANVESHA GARG	NA



106	ABS	MBA(E)	Family Business	NA	NA	8851349219	303 FIRST FLOOR FRONT, I.P COLONY SECTOR-30/33	SHUBHAM VERMA	NA
107	ABS	MBA(M&S)	Family Business	NA	NA	9582487002	Hno-103 Saidulajab Near Saket Metro Station 110030	TUSHAR YADAV	NA
108	ABS	MBA(M&S)	VK Enterprise	FMCG Distributor	01-Dec-20	8800615012	LIG-13 , JHULELAL APARTMENTS PITAMPURA, Delhi-110034	PRATEEK TECKCHAND ANI	Account Department
109	ABS	MBA(G)	Grover Sales Corporation	Security Appliances	07-Jun-21	9818432956	10, Shanti Vihar, Near Karkardooma Court, New Delhi - 110092	SHIVIN GROVER	BDE
110	ASB	BBA	Sp&co	Rice industry	01-01-1970	9894830354	1/16, Kgm, Tirupur, Tamil Nadu	Rithik T	ED
111	ASB	FBE and entrepreneurs hip	Agarwal Mala Emporium	Gems, jewellery, and ancient artifacts	01-01-2021	8755284075	Swargashram, Ramjhula, Rishikesh, Uttarakhand pin 249304	Aradhya Agarwal	Manager

112	ASB	FBE	Hemant Exports Fabrics	Sole proprietors hip	01-04-1998	9810029605	66D, Jyoti, Building, Nehru Place	Gandharv Anand	Employee
113	ASB	BBA (FBE)	Cold storage facility	Agriculture	16-06-1997	9105559999	32, Arya Nagar Kanker Khera Meerut	Shreyank Garg	Nothing
114	ASB	BBA FBE	JB & SONS	Export	04-01-2002	8826622086	A-195 sector 83	JASH SADH	Merchandiser
115	ASB	BBA(FBE)	HEMSONS TRADERS	TRADE/SERVICE	20-03-1970	9929255922	20, New Grain Mandi, DCM Road, Kota(Raj.)	Shubhankar Khandelwal	Sales manager
116	ASB	BBA FBE	LCLSHIP LOGISTICS	CUSTOM CLEARANCE	01-07-2021	9971544480	144-A, New MIG Flats, Mayur Vihar Phase 3, 110096	Atharv Bhatt	Heir
117	ASB	BBA (FBE)	Delight Goods Carrier	Logistics	01-04-2020	9690671300	Delight Goods Carrier, Near Mahaveer Dharam Kanta, Delhi Road, Bhartiagram, Gajraula, District – Amroha, Uttar Pradesh	Rajul Singhal	Manager
118	ASB	BBA(FBE)	M/s Laturi Singh Rajpal Singh	Manufacturing of tobacco	04-01-1974	9639940753	Raja Ka Rampur, Tehsil-Aliganj, District-Etah (Uttar Pradesh)207244	Sanchay Rathore	MD

119	ASB	Family business	Sunny electronics	Manufacturing	05-05-2021	9315710771	5/15 Mohan nagar industrial area, Uttar Pradesh	Pratham Arora	Management
120	ASB	Family business and entrepreneurs hip	Narendra spinning mills Pvt. ltd	Textiles	15-02-1998	9548160687	Delhi road Saharanpur, 247001, near shakti petrol pump	Shashwat Garg	Sales manager
121	ASB	BBA General	AGS	AGS	01-07-2021	9999924393	Sadar Bazar	Dhruv Hemrajani	CEO
122	ASB	BBA GENERAL	Tejasvi Tea Leaves	FMCG	01-06-2021	9129084555	59/52 A Birhana road Kanpur	Akash Gupta	Intern
123	ASB	BBA (General)	JP KUNTA JEWELLERS	Jewellery trading company	01-02-2021	9999826564	D-32 sector-55 Noida	Ritik Garg	Member
124	ASB	BBA(FBE)	Panda International	Manufacturing	14-01-2010	9582355853	12/64 Sahibabad Industrial Area Site-4 Ghaziabad Uttar Pradesh	Naman Jain	Owner

### III. PROGRAMMES CONDUCTED

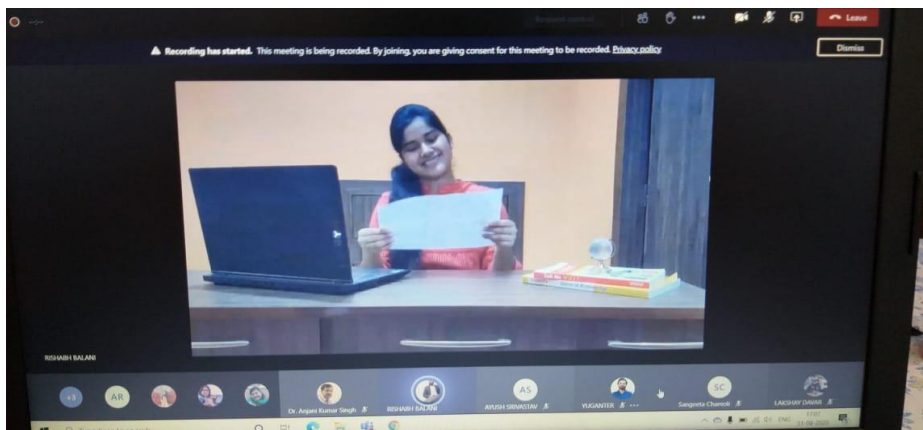
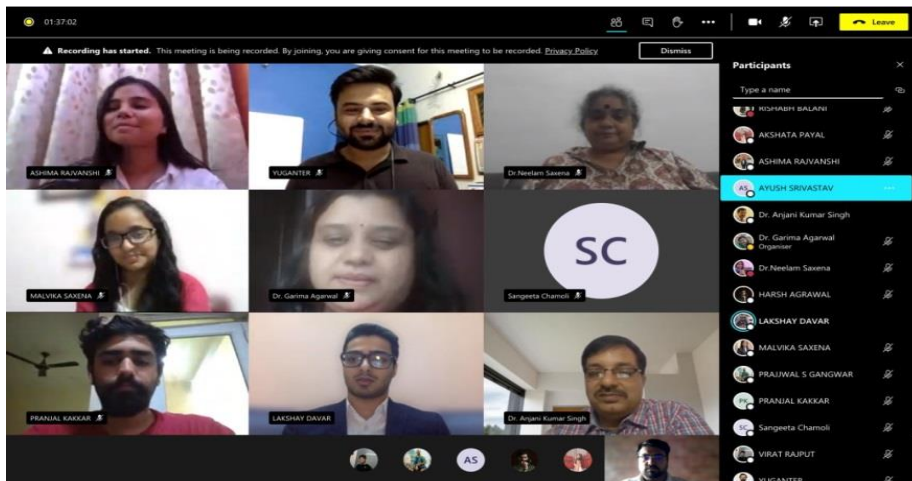
ACED also conducts Entrepreneurship Awareness Session among the students of AUUP from time to time.

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

- Mentored for Panel Discussion on “Importance of Innovation in Biotechnology” during "World Creativity and Innovation Week” on 26<sup>th</sup> April, 2021 organized by E-Cell of Amity Institute of Biotechnology, AUUP.
- Chief Guest in the competition on "Innovation: A Roadmap to Success" to celebrate World Intellectual Property Day on 26 April, 2021 which was as a part of World Innovation and Creativity Week (21 April to 26 April) organized by Amity Institute of Pharmacy, AUUP.
- Evaluated the business plans as a Jury during REV UP-INDIA on 29th April, 2021 organized by Entrepreneurship Club, Amity Business School, AUUP.
- Session taken on “Why Entrepreneurship?” on 18th June, 2021 during the workshop on “Competency based skill development workshop for Enhancing Employability, Innovation and Entrepreneurship in virtual mode organized by Amity Institute of Biotechnology, AUUP.
- Session taken on ‘Introduction to Entrepreneurship and Innovation’ on 21st June, 2021 during Ten Days Workshop on ‘Professional and Business Skills for Social Science and Humanities’ organized by Amity Institute of Social Sciences, AUUP.
- Session taken on 'Understanding the process of Starting own Venture' on 25th June, 2021 during Five Days Professional Skill Development and Enhancement Programme for Graduates (Virtual Mode) on ‘Self-Employment & Entrepreneurship in Rehabilitation Field’ organized by Amity Institute of Rehabilitation Sciences, AUUP.

#### Glimpses





### III.II ACED Activities

- Organized Panel Discussion on " What makes a Women Entrepreneur Survive, Revive and Thrive in a VUCA World" on 16th July, 2020.

#### Poster



**AMITY**  
UNIVERSITY  
— NOIDA (DELHI NCR) —

**WEBINAR on**  
**WHAT MAKES A WOMEN  
 ENTREPRENEUR SURVIVE,  
 REVIVE AND THRIVE IN  
 A VUCA WORLD**

Date : Thursday, 16th July, 2020  
 Time: 3:15 pm – 4:15 pm

To attend register at:  
<https://amityuni.live/Attendees-1663634859>

**SPEAKERS**

**Ms. Monica Gupta**  
 Director, Interactive Bees Pvt. Ltd., Delhi

**Ms. Manjari Chandra**  
 Consultant Therapeutic and Functional  
 Nutrition, Max Healthcare, Daivam Wellness

**Ms. Suparna Trikha**  
 Director, Suparna Herbs India Pvt Ltd,  
 New Delhi

**MODERATORS**

**Prof. (Dr.) Balvinder Shukla**  
 Professor-Entrepreneurship,  
 Leadership & IT & Vice-Chancellor,  
 Amity University Uttar Pradesh

**Prof. (Dr.) M. Joshi**  
 Professor Strategy & Entrepreneurship,  
 Director Centre for VUCA Studies,  
 Amity University







- Organized An Interactive online Session on “Atmanirbhar Bharat : Govt. Initiatives for Start-ups” on 29th August, 2020.

## Poster



**AMITY UNIVERSITY**

**“ATMANIRBHAR BHARAT : GOVT. INITIATIVES FOR START-UPS”**

**SATURDAY  
29TH AUGUST 2020  
TIME: 2:30 PM – 4:00 PM**

**Moderators**

**Prof. (Dr.) Balvinder Shukla**  
Professor-Entrepreneurship, Leadership & IT  
Vice Chancellor  
Amity University Uttar Pradesh

**Prof. (Dr.) Manoj Joshi**  
Professor - Strategy & Entrepreneurship  
Director, Centre for VUCA Studies  
Amity University Uttar Pradesh

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

**Coordinator**

**Dr. Sumitra Singh**  
Assistant Professor  
Amity Law School, Noida

**Distinguished Speakers**

**Mr. Gaurav Bhatia**  
Ex Addl. Advocate General Uttar Pradesh  
Sr. Advocate, Supreme Court of India  
and National Spokesperson, BJP

**Mr. Sameep Shastri**  
Chairman - Indian Institute of Governance & Leadership (IIGL)  
President- Confederation of Young Leaders (CYL) & Vice Chairman - BRICS CCI

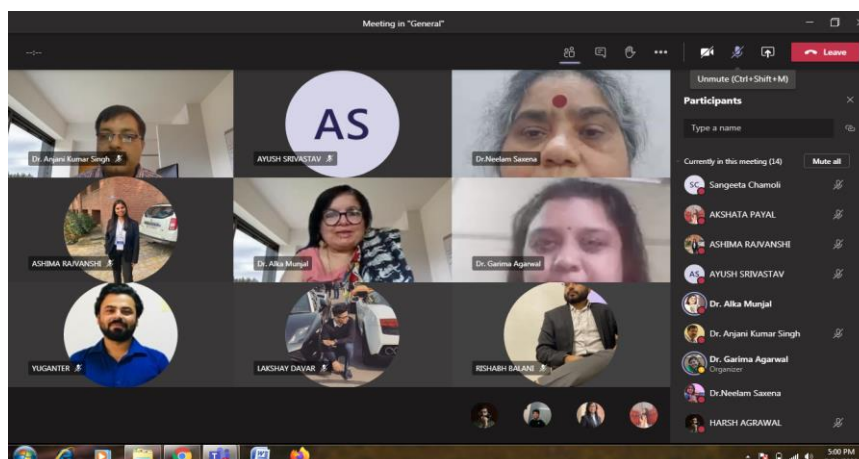
**Adv. Priyanka Singh**  
President, Prime Minister Jan Kalyankari Prachar & Prasar Abhiyan, Advocate Cell, District GB Nagar, UP

**Dr. Lekha Chakraborty**  
Professor, National Institute of Public Finance and Policy, Delhi  
& Sr. Advisor, Govt. of India

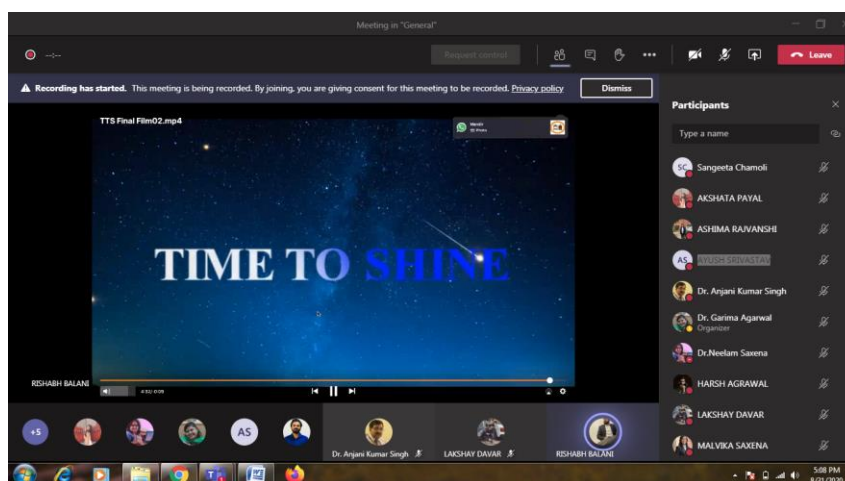
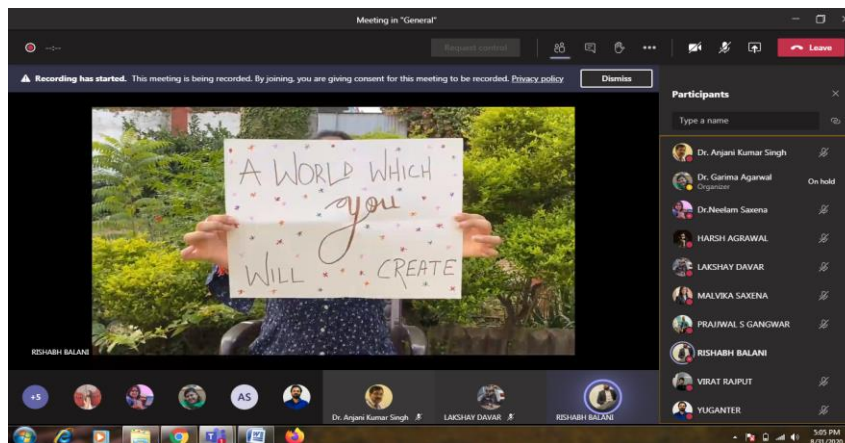
[www.amity.edu](http://www.amity.edu) Registration- <https://amityuni.live/1701978612>

- Activities conducted for UG & PG Students during ‘Time to Shine’ from 31<sup>st</sup> August 2020 to 3<sup>rd</sup> September 2020.

## Glimpses







- Organized Panel Discussion on “Funding & Incubation Opportunities for Startups” on 19th September 2020.

## Poster

**FUNDING & INCUBATION  
OPPORTUNITIES FOR STARTUPS**

Saturday, 19th September, 2020  
Time: 3:00 pm – 4:00 pm

**Moderators**



**Prof. (Dr.) Balvinder Shukla**  
Professor-Entrepreneurship, Leadership & IT  
Vice-Chancellor  
Amity University Uttar Pradesh



**Prof. (Dr.) Manoj Joshi**  
Professor - Strategy & Entrepreneurship  
Director, Centre for VUCA Studies  
Amity University Uttar Pradesh

**Coordinators**



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



**Prof. (Dr.) Anjali K. Singh**  
Professor & Head, Department of Entrepreneurship  
Amity Business School,  
Amity University Uttar Pradesh



**Dr. Garima Agarwal**  
Amity Centre For Entrepreneurship Development  
Amity University Uttar Pradesh

[www.amity.edu](http://www.amity.edu)

**AMITY  
UNIVERSITY**

**Distinguished Speakers**



**Dr. R.K. Singh**  
Vertical Head, Promotion And Development Vertical  
(Including Corporate Image Enhancement  
And Corporate Social Responsibility), SIDBI



**Mr. Rajeev Sharma**  
Advisor - Niti Aayog & SBI  
Consultant - MSME & Ministry of Urban Development  
Founder - Socio Economic Enterprise Development  
(SEED) Council



**Mr. Gagan Ghal**  
Financial and Valuation Expert  
Business Mentor  
Director at Crest Innovation Foundation  
Managing Partner-Venture Catalysts  
(Seed & Innovation platform) for North India



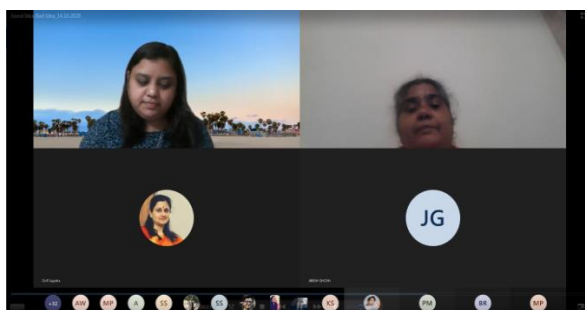
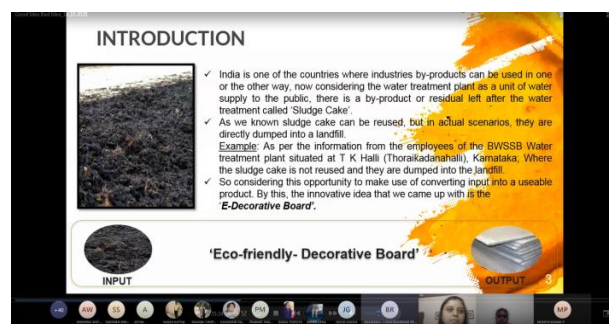
**Mr. Sahil Sapra**  
Investment Partner with Campus Fund  
Co-founder of Freedo Rentals

Registration - : <https://amityuni.live/82643950137>

## Annual Report 2020-21

- ACED conducted following four events as part of Innovation Week Celebration from Oct 10,2020-Oct 17,2020 (Birth anniversary of Dr. A. P. J. Abdul Kalam, renowned Scientist and former President of India).
  - ❖ Session on ‘Business Modelling’ on 10th October 2020 for the students who have opted Own Venture/Joining their Family Business in their Aspirational Survey.
  - ❖ Activity on ‘Good Idea Bad Idea’ in which students were presented their innovative ideas by converting a bad idea into a good idea on 14<sup>th</sup> October 2020.

### Glimpses

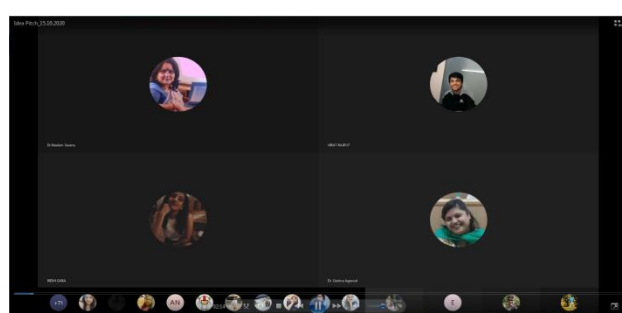


- ❖ Activity on ‘Pitch your Innovative Idea’ in which students pitched their ideas in a team of 1-5 to the jury on 15th October 2020.

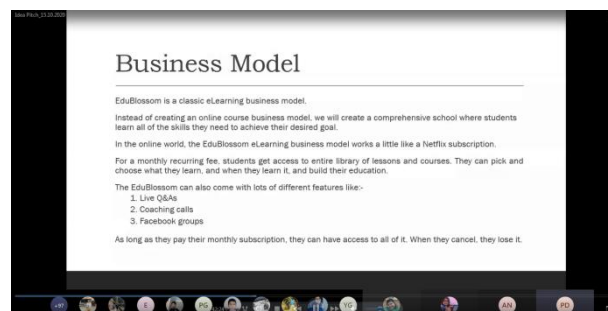
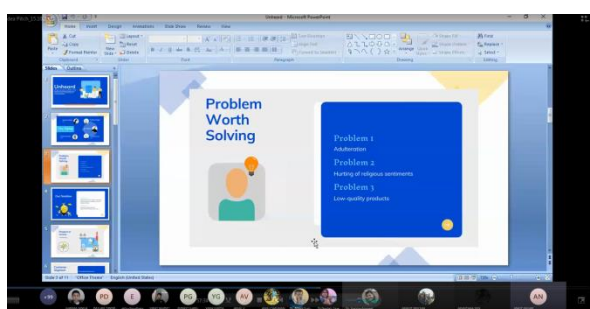
### Glimpses

**Team Profile: Talky Pages**

Team Member Name	Strength	Role	Rationale behind taking up this role
VIRAT RAJPUT	Critical Thinker	C.E.O.	Visionary
HARSH AGRAWAL	Creative	Graphic Designer/ Content Creator	Interest in Creativity
AAKRITI GARG	Analytics	Analysis of Data	Problem Solving Mindset







- ❖ Open-House Session: SAMPARK-The Business Connect (Ask Me Anything) at Amity University Uttar Pradesh, Noida Campus on 17th October 2020.

### *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.

### **Poster**



**Online Sampark:  
The Business Connect**

**SATURDAY  
OCTOBER  
17th  
10:15am - 11:30am**

**Moderators**

- Prof. (Dr.) Balvinder Shukla**  
Professor Entrepreneurship,  
Leadership & IT, Vice-Chancellor,  
Amity University Uttar Pradesh
- Prof. (Dr.) Manoj Jeshi**  
Professor - Strategy & Entrepreneurship,  
Director, Centre for VUCA Studies,  
Amity University Uttar Pradesh

**Coordinators**

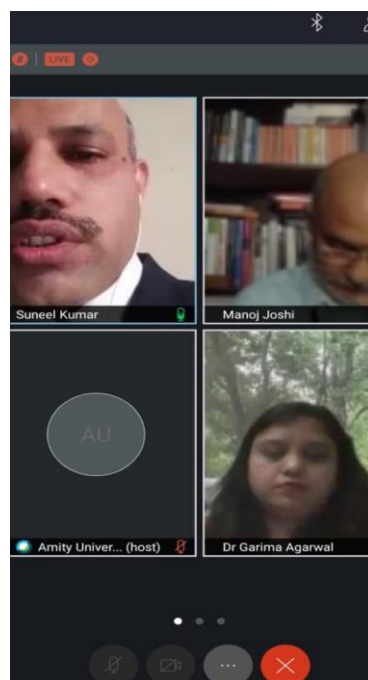
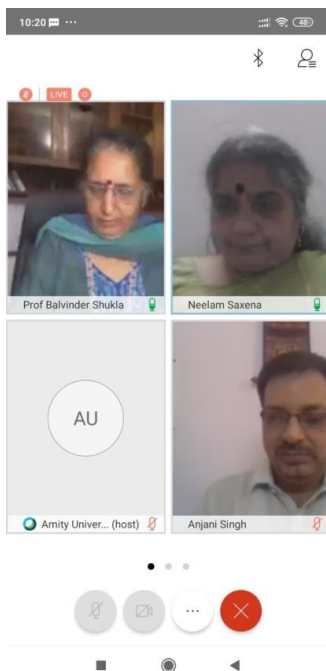
- Prof. (Dr.) Neelam Saxena**  
Head, Amity Centre For Entrepreneurship  
Development,  
Amity University Uttar Pradesh
- Dr. Garima Agarwal**  
Assistant Professor,  
Amity Centre For Entrepreneurship  
Development,  
Amity University Uttar Pradesh

**Panelists**

- Mr. Rajeev Sharma**  
Advisor - NRI Aayog & SBI,  
Consultant - MSME & Ministry  
of Urban Development,  
Founder - Socio Economic Enterprise  
Development (SEED) Council.
- Dr. V.M. Jha**  
IEDS, Director, MSME-DI, Patna.
- Mr. Pradeep Sharma**  
Assistant General Manager,  
Consultancy Services Cell,  
SBI, LHO, New Delhi
- Mr. Suresh Kumar**  
Senior Manager,  
Bank Business Branch,  
ICICI Ltd., New Delhi.

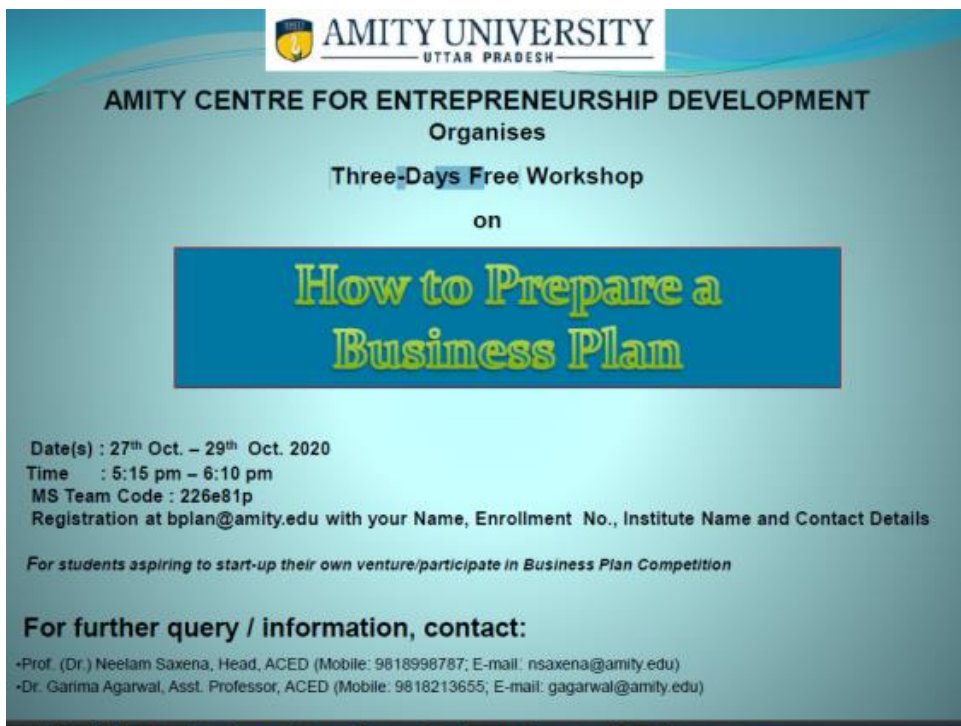
**www.amity.edu** **Registration: <https://amityuni.live/1702418180>**

## Glimpses

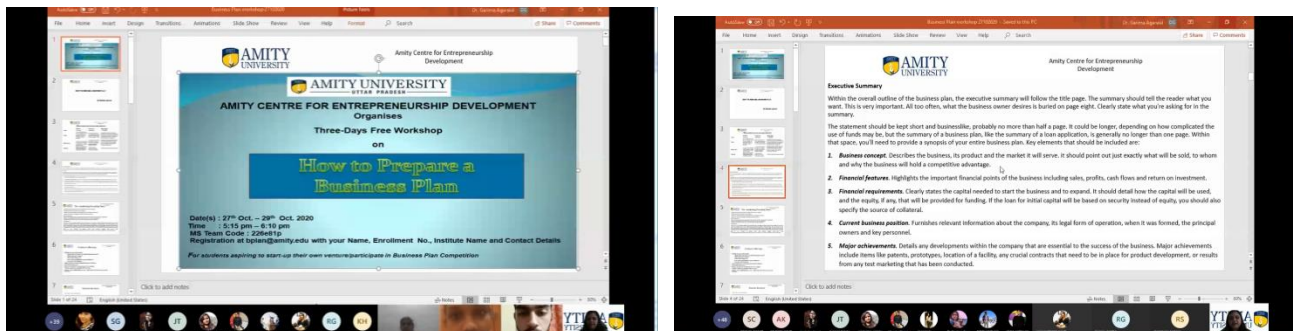


- Organized Three-days Workshop on “How to Prepare a Business Plan” from 27th-29th October 2020.

## Poster



## Glimpses



- Organized Inno-Bizz : An Intra Institute Level Business Plan Competition for the students of Amity University Uttar Pradesh, Noida Campus on 31<sup>st</sup> October 2020.

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.

### Objectives of Innobizz

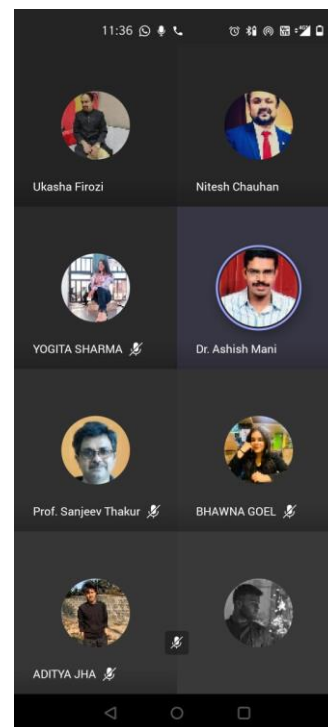
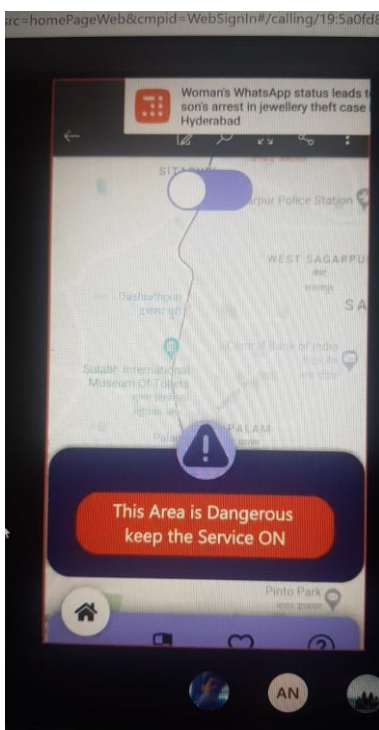
This B-Plan Competition is an Intra-Institute Event that fosters Business/Entrepreneurship and Innovative Mindsets amongst the Students which will help them to come in main stream of entrepreneurial eco-system. Inno-Bizz facilitates the aspiring Amity University Students to participate and showcase their business ideas & start-ups.

Winners - Innobizz		
Position	Name of the participant(s)	Institution
<b>1<sup>st</sup> Position</b>	<b>Team 1:</b> Aditya Jha	ASCO
	Members: Bhawna Goel	ASCO
	Akansha Sharma	ASCO
	Tanusha Arora	ASCO
	Urvi Rohira	ASCO
<b>2<sup>nd</sup> Position</b>	<b>Team 2 :</b> Shalini Kumari	ASCO
	Members: Isha Dave	ASCO
	Shubangi	ASCO
<b>3<sup>rd</sup> Position</b>	<b>Team 3:</b> AP Sri Vidhya	AIOA
<b>3<sup>rd</sup> Position</b>	<b>Team 4:</b> Karan Sharma	ALSN

## Poster



## Glimpses



- Organized Online Lakshya 2020 - A National Level Business Plan Competition from 17th – 19th December 2020 as a part of the “3rd International Conference on Entrepreneurship, Innovation and Leadership (ICEIL’20)” on the theme – ‘Harnessing Innovation, Technology, Entrepreneurship and Sustainability”.

## Objectives

- Educate and equip potential and early stage entrepreneurs across the nation to craft an innovative business plan
- Connect potential entrepreneurs to peers, mentors, incubators and angel investors

- Catalyse a culture shift to encourage entrepreneurship
- Foster social entrepreneurship and grassroots innovations
- Encourage participants to identify, innovate and nurture the skills for new ventures
- Promote Entrepreneurship among Women
- Make participants learn to speak the language of business and understand the probable challenges

### Winners of Lakshya'20

S.No	Category	Position	Name Of Participants	Organization
1	Women/Differentially Abled	1st	Akshita Kapur	The Nu Me
2	Collegiate –Non Amity	1st	Lakshmy Manoj	IIHMR University, Jaipur
3	Collegiate –Non Amity	1st	Irene Elizabeth	IIHMR University, Jaipur
4	Collegiate –Non Amity	1st	Pulkit Raturi	IIHMR University, Jaipur
5	Collegiate –Non Amity	2nd	Pushkar Mishra	IEC College of Engg. & Technology, Gr.Noida
6	Collegiate –Non Amity	2nd	Anurag Tiwari	IEC College of Engg. & Technology, Gr.Noida
7	Collegiate –Non Amity	2nd	Abhinav Pandey	IEC College of Engg. & Technology, Gr.Noida
8	Collegiate –Non Amity	3rd	Shreyansh Bhandari	Pearl Academy, Mumbai
9	Non- Colligate/Start UP	1st	Rahul Batra	Eargasm
10	Non- Colligate/Start UP	2nd	Keshav Agarwal	Neuracle Technologies Pvt. Ltd.
11	Non- Colligate/Start UP	2nd	Prabhat Rai	Neuracle Technologies Pvt. Ltd.
12	Non- Colligate/Start UP	2nd	Tanish Garg	Neuracle Technologies Pvt. Ltd.
13	Collegiate – Amity	1st	Trishul Jayraj Karkera	RICS School of Built Environment, Noida
14	Collegiate – Amity	1st	Garima Gupta	RICS School of Built Environment, Noida



## Annual Report 2020-21

15	Collegiate – Amity	1st	Shubhram Sharma	RICS School of Built Environment, Noida
16	Collegiate – Amity	2nd	Karan Sharma	Amity Institute of Information Technology, AUUP
17	Collegiate – Amity	2nd	Aditya Mittal	Amity School of Engineering & Technology, AUUP
18	Collegiate – Amity	3rd	Deepak Singh	Amity Business School, AUUP (MediCode)
19	Collegiate – Amity	3rd	Abhishek Srivastava	MediCode, Entity of Code Global Pvt. Ltd.
20	Collegiate – Amity	3rd	Kanishka Vijay Srivastava	Amity Business School, AUUP (MediCode)

## Poster


**AMITY UNIVERSITY**


**ONLINE LAKSHYA**  
**ALL INDIA INNOVATIVE 2020**  
**BUSINESS PLAN COMPETITION**  
 17th-19th DECEMBER, 2020  
 Lakshya is a part of International Conference on Entrepreneurship, Innovation and Leadership (ICEIL) 2020  
[www.amity.edu/iceil](http://www.amity.edu/iceil)

**Day I**

- Registration & Inauguration
- Participation & Panel Discussion

**Day II**

- Presentations of Business Plan – 7 mins.
- Pitch followed by Q&A Session

**Day III**

- Participation in ICEIL 2020
- Valedictory cum Award Ceremony

**REGISTRATION FEE**

Academicians	Rs. 5000/- (per team)
Corporates / Entrepreneurs	Rs. 5000/- (per team)
Research Scholars	Rs. 2000/- (per team)
Alumni	Rs. 5000/- (per team)
Students	Rs. 1500/- (per team)

**HOW TO REGISTER:** <http://www.amity.edu/iceil>  
 Submission of Detailed Business Plan and executive summary (not more than 500 words): [lakshya@amity.edu](mailto:lakshya@amity.edu)

SUPPORTED BY



**WHO SHOULD PARTICIPATE?**

- Any student • Student start-up
- Academicians • Corporates / Entrepreneurs
- Research Scholars • Alumni

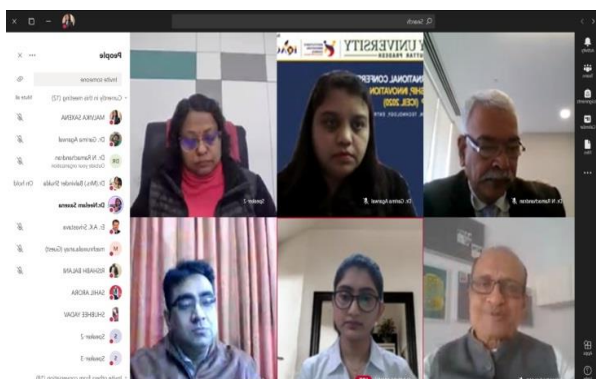
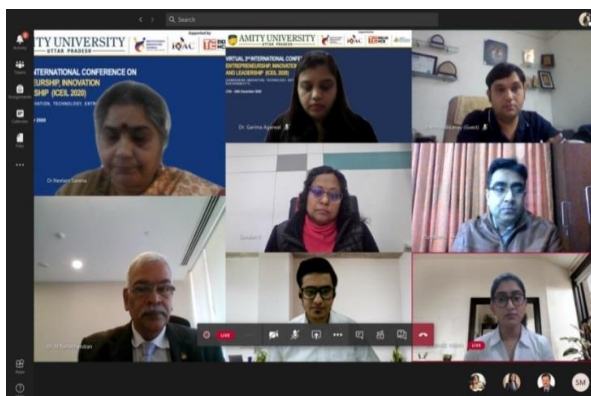
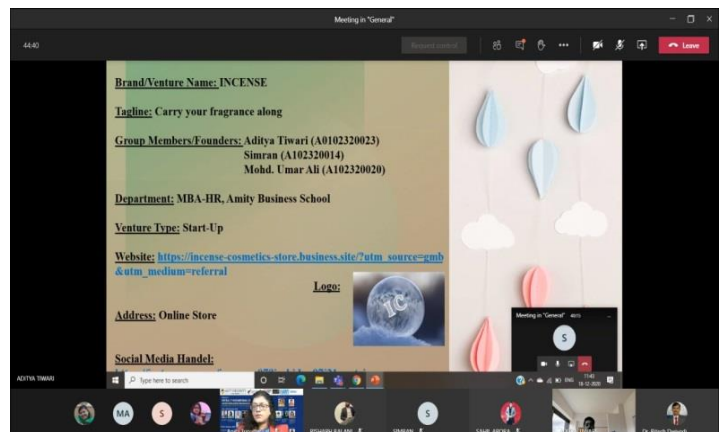
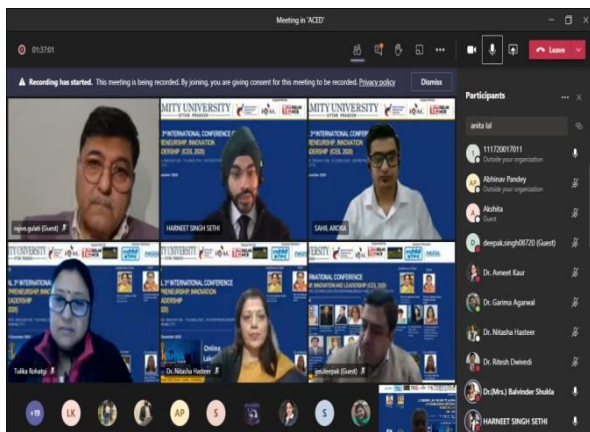
Prizes worth	Non-Collegiate/Start-ups	Collegiate		Women/Differentlyabled
		Amity	Non-Amity	
1st Prize worth Rs. 5 Lakh*	1	1	1	1
2nd Prize worth Rs. 3 Lakh*	1	1	1	
3rd Prize worth Rs. 2 Lakh*	1	1	1	

\*Incubation & seed support which includes mentoring & networking (6 months incubation/ 4 months incubation/ 2 months incubation)

**Last Date of Submission of Business Plan: 15<sup>th</sup> December, 2020**

For further queries please contact: Amity Centre for Entrepreneurship Development.  
 R.No. 302, Block F2, Amity University, Sector-125, Noida (UP) | Ph.: 0120-4392340, 98-189-98787, 98-182-13655

## Glimpses



- Organized AICTE-ATAL Academy sponsored virtual Five Days Faculty Development Programme titled “Design Thinking: Identification to Feasibility” from 21<sup>st</sup> December to 25<sup>th</sup> December 2020.

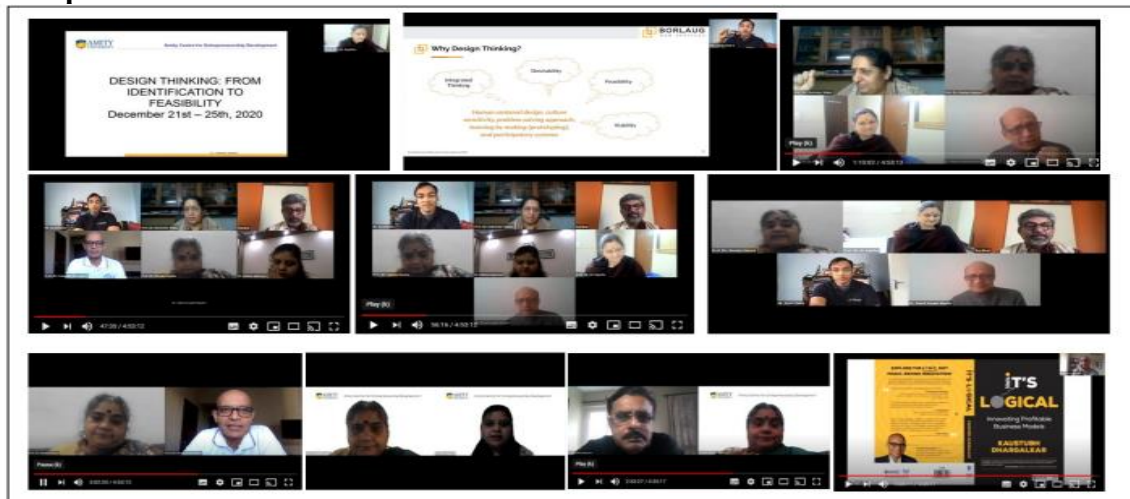
### Objectives

- To develop a mindset for problem solving through lateral thinking.
- To develop skills which will allow the designer to align customer desires and process to follow.
- To produce a viable business strategy to meet and create the customer value and market opportunity
- To encourage creative problem solving and expand the designer’s knowledge
- To emphasise with the customer and designing the product with the focus on user insights to identify unmet needs.

### Brief Write-up about the event

Through this FDP, participants will learn a logical method that is both a system for inculcating creativity and innovation as a tool for solving complex business problems. Learn how to apply these principles to make products that will delight end users. The curriculum covers the entire framework of the design thinking process. Participants build an understanding of the "user's need" by engaging in empathetic interactions, creating and testing rapid prototypes, and building important building blocks of a business case.

### Glimpses



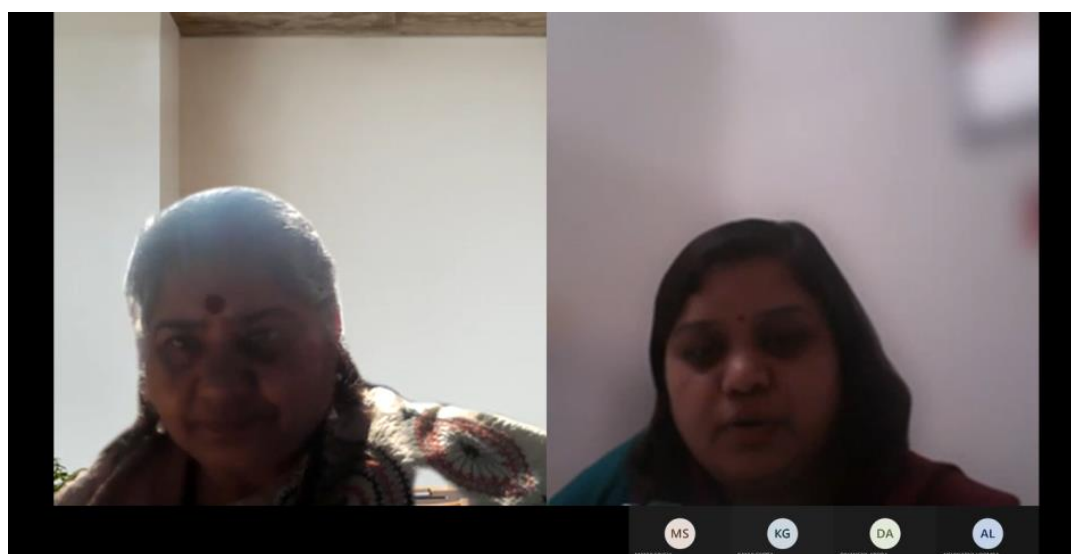


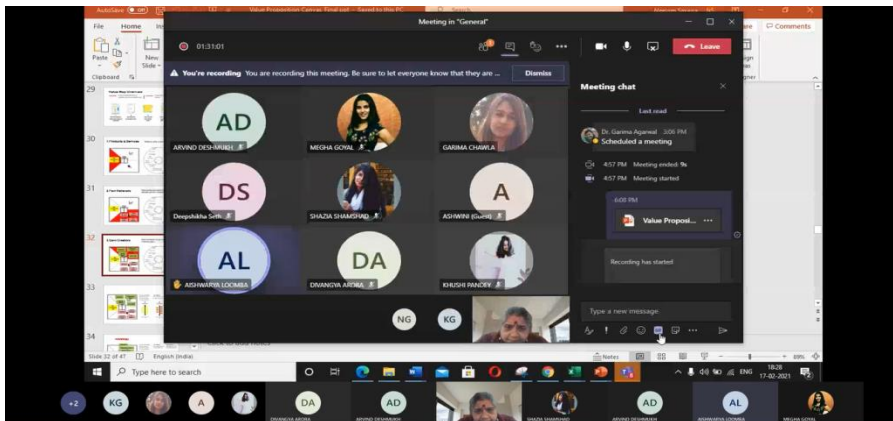



➤ Organized Three Women Entrepreneurship Development Programme sponsored by DST on the following dates:

- i. 09th January to 25th February 2021
- ii. 20th February to 26th March, 2021
- iii. 04th March to 10th April, 2021

## Glimpses






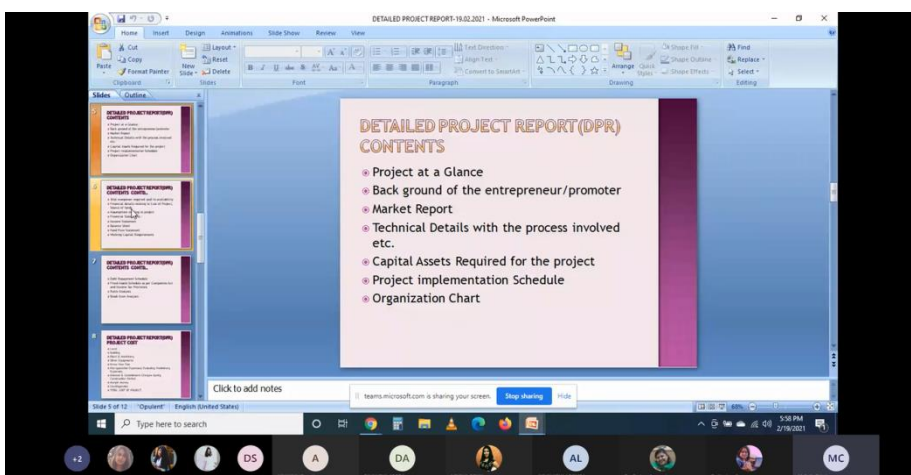


### Building Block 4: Customer Relationships

Amity Centre for Entrepreneurship Development

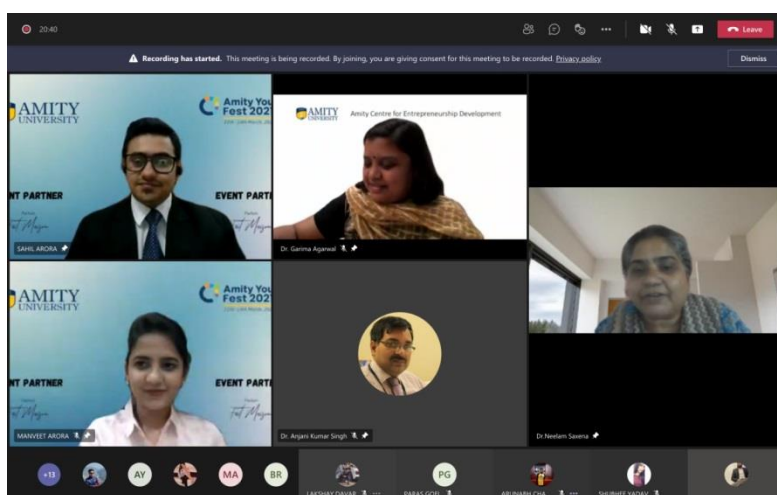
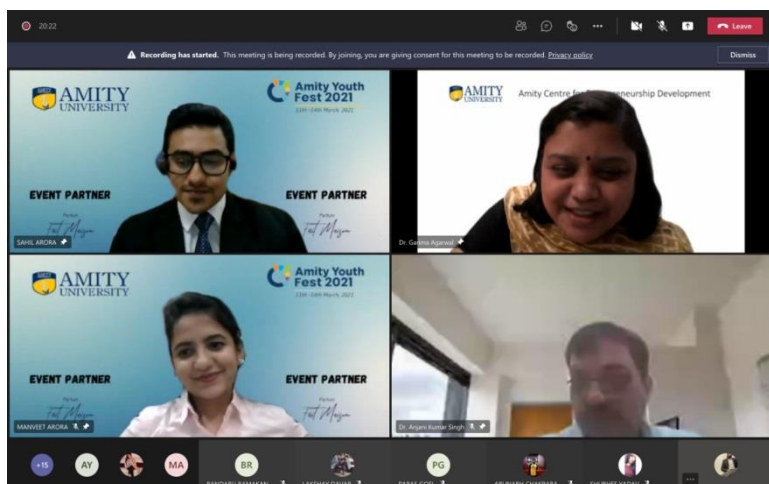
Description	Questions to Ask
<p><b>Customer Relationships</b></p> <p>Customer relationships are established and maintained with each Customer Segment. They deeply influence the overall customer experience.</p>	<ul style="list-style-type: none"> <li>What type of relationship does each of our customers want?</li> <li>Which ones have we established?</li> <li>How costly are they?</li> </ul>





- Conducted 'PASTE THE PASTLE' activity during online Amity Youth Festival-2021" held from 11th to 14th March, 2021.

## Glimpses



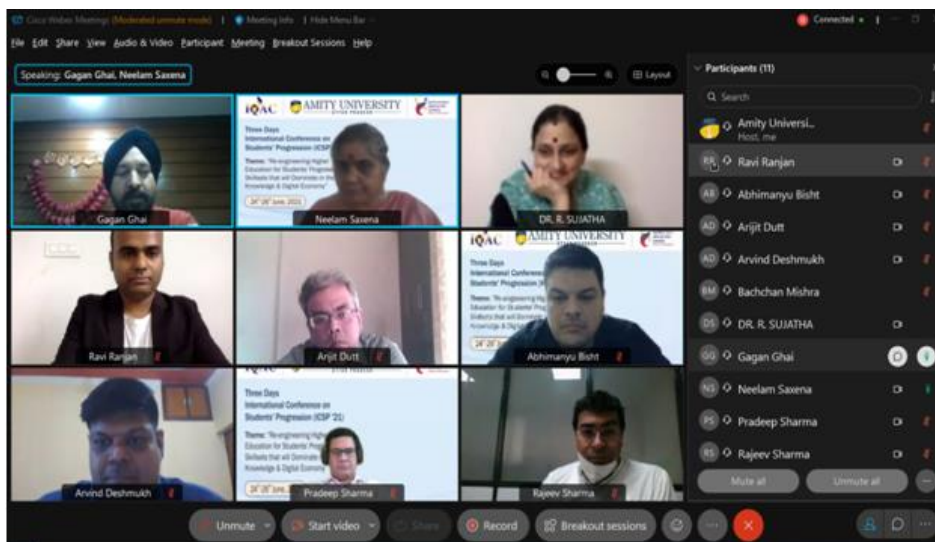
- Organized following Sessions during Three day conference on “Re-Engineering Higher Education For Students’ Progression: “Skillsets That Will Dominate In The Knowledge & Digital Economy” held from 24-26 June, 2021.
- Session on “Entrepreneurial Opportunities in Digital Era” held on 24th June, 2021.
- Session on “Design driven entrepreneurship: A Game Changer for Students' Start-Up’s held on 24th June, 2021.
- Session on “Tips on how to build and leverage network to access resources on and off campus to grow your venture” held on 26th June 2021.
- Session on “Assessment and Valuation of Start-up ventures for funding by Angel investors, venture capitalists and Funding Agencies” held on 26th June 2021.

Annual Report 2020-21

## Glimpses







## Proposal Submitted & Selected

- 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 :**

- Managing Innovation: Emerging Trends [ENTR735]
- Social Entrepreneurship [ENTR711]
- Managing a Growing Business [ENTR722]
- Advanced Innovation Management Strategies for Entrepreneurs [PHDM922]

### ➤ **Guide of 04 Research Scholars**

## **Session taken**

- Session taken during the “Two Day International Virtual Conference on HealthNext 2021: A Global Health & Innovation Conference” held on 10-11 January, 2021 organized by Centre for Innovation, Incubation & Entrepreneurship, IIHMR University, Jaipur.
- Session taken on the webinar on ”Innovation & Entrepreneurship” on 18<sup>th</sup> February 2021 organized by DAV Institute of Management, Faridabad.
- Session taken on “Value Proposition Canvas & Business Model Canvas” on 11<sup>th</sup> March 2021 during NSTEDB-DST Sponsored Online Women Entrepreneurship Development Programme organized by IIHMR University, Jaipur.
- Session taken on “Company Registration” on 6<sup>th</sup> April 2021 during NSTEDB-DST Sponsored Online Women Entrepreneurship Development Programme organized by IIHMR University, Jaipur.
- Session taken on “Crafting Value Proposition” on 7<sup>th</sup> April 2021 during AICTE Sponsored National Level Faculty Development Program on Entrepreneurship Development in virtual mode organized by Manav Rachna Educational Institutions, Faridabad.
- Session taken on “Strategy for Validation of Business Model ” on 16<sup>th</sup> April 2021 during AICTE Sponsored National Level Faculty Development Program on Entrepreneurship Development in virtual mode organized by Manav Rachna Educational Institutions, Faridabad.
- Session taken on “Value Proposition Canvas & Business Model Canvas” on 10<sup>th</sup> May 2021 during NSTEDB-DST Sponsored Online Women Entrepreneurship Development Programme organized by IIHMR University, Jaipur.
- Session taken on “Business Canvas Model” on 28<sup>th</sup> May 2021 during AICTE Sponsored National Level Faculty Development Program on Entrepreneurship Development in virtual mode organized by Manav Rachna Educational Institutions, Faridabad.

## **Session attended**

- Invited as a Jury Member for BIZ-Pitch Competition at the conference: HealthNext2021-GHIC on 11<sup>th</sup> January 2021 organized by Centre for Innovation, Incubation & Entrepreneurship, IIHMR University, Jaipur.

- Attended 'Ideathon 2.0 - an event to create and validate a million-dollar startup in just 30 hours' on 30th April 2021 organized by Entrepreneurship Cell, Amity University Rajasthan in collaboration with Amity Innovation Incubator, Jaipur.
- Attended online Faculty Development Programme on "Artificial Intelligence : Opportunities in COVID-19 Drug Development and Disease Management" on 24<sup>th</sup> April, 2021 jointly organized by Amity University Uttar Pradesh and Mar Athanasios College for Advanced Studies Tiruvalla (MACFAST), Kerala.



- Attended National Level One-week on-line Faculty Development Programme on Research Methodology from 26th April 2021 to 01st May 2021 organised by Amar Sewa Mandal's Kamla Nehru Mahavidyalaya, Nagpur.



- Jury to evaluate of the practice ventures on You Noodle on 2nd May 2021 organized by Wadhwani Foundation.
- Mentor during the Startup Incubation Bootcamp 2021 from 1<sup>st</sup> June - 7th June 2021 organized by IIHMR University, Jaipur.

### **Paper Presented & Publications Details**

1. Submitted Research Paper "Intrapreneur's Behaviours Fostering 3D Printing Innovations" in Journal of Entrepreneurship on 14 July 2020 (Paper Denied Publication in September 2020).
2. Sehgal Anuja and Neelam Saxena- "Industry 4.0 Modelling Smart Transformation Initiatives" Published in UGC Care Approved Indexed, Peer Reviewed Journal, Referred Journal - Sambodhi ISSN No. 2249-6661" based on Pandemic Related Innovations Published in Issue (October –December, 2020). Notified February 2021.
3. Sehgal Anuja and Neelam Saxena-"Intrapreneur's Visionary Leadership in Hi-Tech: A Structural Equation Modelling" Work in Progress and Submitted in Special Minds and KIWI Miles ARISE Virtual Conference-2021 Worked April -June 2021, Submitted July 2021
4. Sehgal Anuja and Neelam Saxena-"A Statistical Study of Factors Impacting Hi-tech Intrapreneurs Performance in India" in Scopus Indexed International Journal of Agricultural and Statistical Sciences - Worked in May-July 2021 (Acceptance for Publication Received)
5. Sehgal Anuja and Neelam Saxena-"Gender Performance of Lead Engineer Intrapreneurs in India: A Comparative, Statistical Analysis" Worked in June-July 2021 Submitted in ABDC WOS Journal (Pending Editorial Review)
6. A Research paper published in Web of Science Journal(ISSN:1110-8703) Vol. 5 No. 2 (2021) on the topic "Role of HR in Developing Intrapreneurial Orientation amongst Employees: A Conceptual Framework.
7. Paper published in Conference proceedings at EDII on Need of intrapreneurial inclination in food manufacturing industry in small and medium-sized enterprises In UTTAR PRADESH: A critical review in Pandemic era organised on February 25-27,2021.
8. Paper published in Conference proceedings at ICDBE-2K21 on Need of intrapreneurial inclination in food manufacturing industry in small and medium-sized enterprises In UTTAR PRADESH: A critical review in Pandemic era organised on February 5-6,2021.
9. Paper "Designing sustainable business models" during the International Conference On Technologies For Smart Green Connected Societies 2021, held on Nov 29-30, 2021.
10. Paper "Developing entrepreneurial mindset amongst students: A way forward for Africa" during International Conference & Symposium: "Quality Education for Children and Students in Africa: Challenges and Opportunities held on 19th, 20th and 21st August, 2021.

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

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

- International Trade Documentation and Logistics (IB703)
- Entrepreneurship and New Venture Creation (ENTR 601)
- Agri-Preneurship (ENTR 732)
- Recent Trends in Healthcare Systems (HOSP303)
- Global Entrepreneurship (ENTR102)



- Advance Global Entrepreneurship 1(ENTR607)
- Global Entrepreneurship (ENTR 102)
- Venture Capital and Private Equity (ENTR733)
- Creativity and Innovation in Business and Entrepreneurship (ENTR 714)
- Advanced Innovation Management Strategies for Entrepreneurs - PHDM922
- Entrepreneurship General Awareness Camp (ENTR 101)

➤ **Co-Curricular /Extracurricular Activities/ Club Committee activities as Event Coordinator**

- PAN O THRONE Entrepreneurial activity in August 2020.
- “Duels of Doubt”, Participants were given 2 Topics, Jury adjudged them on various parameters in Sept 2020.
- Introduction of Club and Screening Process in Sept 2020.
- TIME TO SHINE – Youth forum for Talent Hunt during Orientation in Sept 2020.
- WANTAPRENEURS in Oct 2020.
- LAKSHYA – Virtual Online Business Plan Competition in Dec 2020.
- “PASTE THE PESTLE event during AYF, making ideas to execution in March 2021.
- REVUP INDIA” Event to understand practical aspect of Entrepreneurship In April 2021.
- UNWRAPONOMY a Nationwide Virtual event aims to push young Gen Aspiring Entrepreneurs for solution breaks to vanished New Starts up in the market practically in May 2021.

➤ **Chief course coordinator of:**

- Managing a growing Business ENTR 722
- Business Incubation ENTR 602
- Small Business Management ENTR 604
- Technology, Innovation and Startups PHDM 957

- Member Secretary - Entrepreneurship Stream – ABS
- Membership - Life Member of ICA (Indian Commerce Association)
- PROC Member Secretary 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

➤ **Programme Attended/Organized**

- Mentorship Program on Mentorship Session for start Ups - Session 5 on 12<sup>th</sup> July 2020, organized by IGTDUW-Anveshan Foundation Delhi
- YUKTI 2.0 initiative of MHRD's Innovation Cell and AICTE on 16<sup>th</sup> July 2020, Organized by MHRD and AICTE
- “How Consumers Think and Decide”, an International Lecture Series organized by Dr Ravi Dhar, Yale University, USA in July 2020
- “Organizational Ambidexterity and Micro foundations: Foci, Fads and Usefulness against a Backdrop of the State of the Academy” on 23<sup>rd</sup> July 2020, organized by Prof. Peter Stokes, Professor of Leadership and Professional Development, Leicester Castle Business School, De Montfort University
- Building World Class Universities in New COVID Era on 7<sup>th</sup> August 2020, organized by Amity International Society for natural Products, Health and Allied Science
- “Cities in a Post-COVID19 World: From Crisis & Recovery to Reinvention & Resilience” Organised by Prof. Murali from University of British Columbia, Canada, on 22<sup>nd</sup> July 2020
- Empower women : During covid-19 “how to manage work from home and work for home in July 2020
- Nuances Of Patent Prosecution At Indian Patent Office in July 2020
- Au Revoir 2020 on 25<sup>th</sup> July 2020
- Chai with Charter Member on how to monitor and Maximise the ROI in August, 2019.
- Post-Lockdown Economy: Assessing the Impact of COVID-19 on India's Key Industries on 29<sup>th</sup> July 2020
- Will the Covid-19 crisis help us create a new normal of Gender Equality- in Global Context” on 1<sup>st</sup> August 2020
- Interactive Online Amity Alumni Entrepreneur forum - Entrepreneurial Click: Journey as an Entrepreneur" In August 2020
- Impact of Covid 19 on Real Estate Industry on 5<sup>th</sup> August 2020
- Drug Discovery Hackathon on 6<sup>th</sup> August 2020 Organized by MR Abhay Zere, Convener DDH
- Understanding my Customer by Wadhwani Foundation, New Delhi in August 2020
- India Internet Day 2020 on 7<sup>th</sup> August 2020, with Eric Yuan - Zoom Founder
- " From Idea to Product : The Struggles, Successes and Journey" on 8<sup>th</sup> August 2020
- How to reinvent business models to create economic resilience in the new normal on 13<sup>th</sup> August 2020
- "Decoding the New Education Policy" in August 2020
- Importance of Incubation Centres in the Atamnirbhar Bharat Campaign on 17<sup>th</sup> August 2020
- "YSBC Web Lecture Series Lecture 01: Role of Social Business in Post Covid-19 World" in August 2020 by Md Younus, YSBC
- Virtual Amity Leadership Forum on “Family Business: The Transition Challenge” in August 2020

- "New Innovation Opportunities using Technology and IP Mapping" in Sept 2020
- Promoting Campus Entrepreneurship" in Sept 2020
- BOOTCAMP on Ideation for Product development and Entrepreneurship in Oct 2020
- SCO Startup Forum 2020 on 27<sup>th</sup> Oct, 2020
- Session on Indian Knowledge System (IKS) - MIC Driven Activity on 3<sup>rd</sup> Nov, 2020
- "Role of Incubator in Start-ups". In Dec 2020
- Productivity enhancement on 29<sup>th</sup> Jan 2021 organised by AICTE, New Delhi
- Innovation Ambassador Training on 16<sup>th</sup> Feb, 2021 Organised by MoE's Innovation Cell & AICTE, New Delhi
- Entrepreneurial Journey of Mr Sahil Barua, CEO and Co Founder, Delivery on 24<sup>th</sup> Feb 2021, Organised by CII Innovation, New Delhi
- Global Startup Summit from 15<sup>th</sup> March 2021 to 17<sup>th</sup> March 2021, Organised by CII, HIVE, New Delhi
- Launching Workshop on L2pro (IP E Learning Platform) on 20<sup>th</sup> April 2021, Organised by ASSOCHAM, Delhi
- UML IUCEE Global Webinar: Crossing Valley of Death: Bridging the Gap Between Research and Commercialization at Tufts University" on 29<sup>th</sup> April 2021, organized by UML IUCEE, USA
- Participated as Jury for Endgame- the final innovation on 25<sup>th</sup> March 2021, Organised by ASE, AUUP, Noida
- Organised Atmanirbhar Bharat : Govt Initiatives for start-ups on 29<sup>th</sup> August 2020
- Organised Program on Leadership and promoting innovation on 12<sup>th</sup> Sept 2020
- Organised panel discussion on "Incubator Leaders / Funding agencies on 26<sup>th</sup> Sept 2020
- Organised Panel discussion session on unlocking Youth Potential - Challenges, approaches and outcomes of Campus Entrepreneurship on 17<sup>th</sup> Dec 2020, at ICEIL
- Chief Coordinator for Lakshya Business Plan Competition at 3rd Virtual ICEIL in Dec 2020
- Faculty of Wadhvani NEN Courses on Entrepreneurship for 2020-2021
- Speaker at Time To Shine: Youth Forum for Talent Hunt during Orientation 2020 on 2<sup>nd</sup> Sept 2020
- Speaker at Awareness of Innovation and Start up Policy, organized on 25<sup>th</sup> March 2021 by AIDC, AUUP, Noida
- Delivered a lecture Schemes & Assistance from Financial Institutions on 24.03.2021

➤ **FDP Attended**

- "Quantitative approaches to literature reviews: bibliometric methods and topic modelling" in August 2020.
- Design Thinking- ATAL Brochure in Dec 2020.
- TEDP on Electric Vehicles Dec 2020/ Jan 2021.
- Artificial Intelligence : Opportunities in COVID 19 Drug Development and Disease Management in April 2021

- Schemes & Assistance from Financial Institutions / How to Register a Company / Raising Funds from VC & Angel Investors in May 2021